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Annual Survey of Corporate Contributions, 1987 Edition

ABOUT THE CONFERENCE BOARD

The Conference Board is a business information service whose purpose is to assist senior executives and other leaders in arriving at sound decisions. Since its founding in 1916, the Board has been creating close personal networks of leaders who exchange experience and judgment on significant issues in management practice, economics and public policy. The networks are supported by an international program of research and meetings which The Conference Board staff of more than 350 persons carries out from offices in New York, Ottawa and Brussels.

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The Conference Board, Inc.
845 Third Avenue
New York, New York 10022
(212) 759-0900
RCA International Telex
237282 and 234465

The Conference Board, Inc.
Avenue Louise, 207-Bte 5
B-1050 Brussels, Belgium
(02) 640 62 40
Telex: 63635

The Conference Board, Inc.
1755 Massachusetts Avenue, N.W.
Suite 312
Washington, D.C. 20036
(202) 483-0580

The Conference Board of Canada
255 Smyth Road
Ottawa, Ontario, K1H-8M7
(613) 526-3280

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Annual Survey of Corporate Contributions, 1987 Edition

(An Analysis of Data for the Calendar Year 1985)

by Linda Cardillo Platzer

This report is based on data from the Annual Survey of Corporate Contributions, cosponsored by The Conference Board and the Council for Financial Aid to Education.

A Research Report from The Conference Board

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Highlights

After ten years of strong growth, charitable contributions by leading U.S. corporations appear to be slowing. Economic conditions in several industries, corporate restructuring as a result of mergers or acquisitions, and changes in top management have prompted many corporations to reassess their charitable giving programs. The participants in this *Annual Survey of Corporate Contributions* reported changes in both the size of corporate contributions budgets and the priorities corporations are setting in their grantmaking. In addition, these data confirmed a shift that began earlier in the 1980s toward the use of noncash forms of donations.

The three major findings were:

• Corporate contributions rose slowly between 1984 and 1985, and expectations for 1986 indicate limited increases or, in many cases, reductions in budgets.

The leadership companies participating in the Annual Survey in both 1984 and 1985 reported an increase of 7 percent in charitable giving in 1985—the smallest increase in ten years. Corporate pretax profits for these same companies dropped more than 3 percent.

Contributions by all U.S. corporations were estimated to grow 10 percent in 1985 to $4.4 billion (a 5-percent increase in constant dollars), at the same time that pretax income dropped 5 percent.

Final 1986 budgets for participants in the Annual Survey were expected to be nearly 3 percent below the total reported to The Conference Board for 1985. Cutbacks were anticipated by 36 percent of respondents, with some of the largest donors expecting major reductions.

• Health and human-services organizations received a *larger* proportion of corporate dollars in 1985 than they had in 1984, reversing a ten-year trend of a steadily declining share of the total.

Contributions to health and human-services agencies accounted for over 29 percent of all corporate grants in 1985, up from less than 28 percent in 1984. Part of the increase was due to a larger proportion of giving to United Ways and other federated campaigns, whose share increased from about 13 percent to nearly 15 percent.

Civic and community activities received 17 percent of corporate gifts—down from almost 19 percent in 1984. However, the 1985 level still represents a much larger share than these groups had been able to obtain in the 1970's and early 1980's, when only 11 to 12 percent of corporate contributions went to such causes.

Education remains the major focus of corporate support. Educational institutions and programs received 38 percent of all corporate gifts. Cultural and arts groups accounted for 11 percent of giving, and "other" organizations and causes received the remaining 5 percent.

• Noncash forms of corporate donations—gifts of securities, company product, and property and equipment—continue to represent an important part of companies' contributions programs.

Noncash gifts amounted to 20 percent of all contributions in 1985—down slightly from 1984, when noncash giving surged from 11 to 22 percent of all gifts reported to The Conference Board. Over 11 percent of donations were in the form of company product; nearly 9 percent were gifts of property and equipment; and less than 1 percent were securities.

About This Report
Sample and Methodology

For the fourth consecutive year, sample selection and analysis procedures for the *Annual Survey of Corporate Contributions* continued to be refined.

Sample

The Conference Board asked 1,200 of the top U.S. firms to participate in its 1985 Annual Survey. Questionnaires were sent to all the companies that had appeared on the 1986 *Fortune* 500 lists of the largest manufacturing and service companies plus an additional 200 companies identified from published lists of the leading companies in each major industry sector. Over 400 of the companies that were sent 1985 questionnaires had taken part in the 1984 Annual Survey.

A total of 439 companies returned the 1985 questionnaire, representing a response rate of 37 percent. The aggregate contributions reported by these 439 companies amounts to 38 percent of the total of all the contributions made by the over half a million corporations reporting such gifts to the Internal Revenue Service. (See Table 1 on page 27.)

The companies that regularly participate in The Conference Board's survey are among the country's major corporate contributors. The data they provide represent contributions practices of *leading* U.S. corporations. More than half of the 1985 survey participants made contributions in excess of $1 million each. The respondent population is described on various relevant bases in the tables below.

Survey Administration

The Conference Board has collected detailed information on subcategories of beneficiaries of corporate support on an every-other-year basis since 1978. During the alternate years, an abbreviated questionnaire is sent, asking for data on the principal beneficiary categories but not for details on subcategories. This report is based on a "short form." The questionnaire was mailed in April of 1986, addressed to a named contributions executive when a name was available. If no name was available, the covering letter was sent to the "Corporate Contributions Executive." Nonrespondents were sent a reminder letter in May, followed by a phone call in June. The cut-off date for participation in the survey was July 15, 1986.

The questionnaire asked for information concerning company size and financial performance, foundation assets, company direct giving and company foundation programs, cash and noncash giving, geographical distribution of contributions, overseas giving, giving to federated campaigns, totals for the five major categories of beneficiaries (for definitions, see page 18), and details on corporate-assistance expenditures.

Respondent Profile

The *Annual Survey of Corporate Contributions* reports the practices of the largest U.S. corporations with major contributions programs. Approximately half of the respondents are manufacturing companies, and 83 percent of them are on the 1986 *Fortune* 500 list. Nearly 70 percent have worldwide sales of over $1 billion.

Eighty-seven percent of the nonmanufacturing respondents in banking, insurance, telecommunications and utilities reported assets of over $1 billion. Among those service companies whose size is measured by sales volume, 71 percent have sales of over $1 billion. Nearly 60 percent of the nonmanufacturing companies appear on the 1986 *Fortune* Service 500 list.

Table A-1: Profile of Participating Companies by Size of Contributions Program, 1983 to 1985

Program Size	1985		1984		1983	
	Number	Percent	Number	Percent	Number	Percent
Less than $500,000	116	26%	146	34%	186	37%
$500,000 to $1 million	79	18	75	18	99	20
$1 million to $5 million	164	37	134	32	147	29
$5 million and over	80	18	67	16	71	14
Total	439	100%	422	100%	503	100%

Table A-2: Survey Participants—
Grouped by Worldwide Sales, 1985

Worldwide Sales	Manufacturing Companies		Selected Nonmanufacturing Companies[1]	
	Number	Percent	Number	Percent
Below $250 million	8	4%	—	—
$250-500 million	22	10	3	7%
$500 million-1 billion	36	17	9	22
$1 billion-2.5 billion	53	24	9	22
$2.5 billion-5 billion	39	18	12	29
$5 billion and over	60	28	8	20
Total	218	100%	41	100%

[1]Excludes banks, insurance companies, telecommunications and utilities companies, which are grouped by Assets in Table A-3.

Table A-3: Survey Participants in Banking, Insurance, Telephone, Gas and Electric Utilities,
Grouped by Worldwide Assets, 1985

Worldwide Assets	Banking		Insurance		Telephone, Gas and Electric Utilities	
	Number	Percent	Number	Percent	Number	Percent
Under $250 million	—	—	2	4%	1	2%
$250-$500 million	—	—	1	2	1	2
$500 million-1 billion	3	5%	5	11	6	10
$1 billion-2.5 billion	9	15	7	16	15	24
$2.5 billion-5 billion	12	20	10	22	13	21
$5 billion-10 billion	16	27	6	13	17	27
$10 billion and over	20	33	14	31	10	16
Total	60	100%	45	100%	63	100%

Table A-4: Comparison of Manufacturing Companies in 1985 Survey with Those in the *Fortune* 500 List —
Companies Grouped by *Fortune* Ranking (Based on Total Worldwide Sales)

Company Rank		Number of Survey Respondents
Number	1- 100	72
	101- 200	47
	201- 300	31
	301- 400	25
	401- 500	12
	Total	187

Table A-5: Comparison of Nonmanufacturing Companies in the 1985 Survey with Those on the *Fortune* Service 500 List—Companies Grouped by Industry Class

Industry Class (Top 500)	Number of Survey Respondents
Top 100 diversified service companies (ranked by sales)	17
Top 100 commercial banking companies (ranked by assets)	41
Top 50 savings institutions (ranked by assets)	1
Top 50 life insurance companies (ranked by assets)	16
Top 50 diversified financial companies (ranked by assets)	11
Top 50 retailing companies (ranked by sales)	10
Top 50 transportation companies (ranked by operating revenues)	6
Top 50 utilities (ranked by assets)	21
Total	123

Why This Report

In this era of cost-cutting and restructuring, many corporations are closely examining their charitable contributions programs as part of an overall reappraisal of company operations and practices. The relationship between the corporate giving program and the company's major goals is increasingly important. Chief executives and their boards ask how much is being targeted—both currently and over the long term—for charitable purposes, where the support is going, and how dependent the contributions budget should be on the corporation's profits. Contributions managers must face these issues of corporate strategy.

This is the twentieth report in The Conference Board's series on corporate contributions. The Board's Annual Survey offers corporate decision-makers a unique perspective on corporate charitable activity, because of the depth of its historical data and the breadth of its industry and regional coverage. Corporate contributions executives are thus able to evaluate and plan their programs in the context of the trends and benchmarks reported in the Annual Survey.

The exceptional growth of corporate contributions in the last decade is now facing limits. Smaller increases in 1985, along with cutbacks anticipated in 1986 by more than a third of the companies participating, were signals of the shift. As crucial factors in contribution patterns, the changes within each industry—and the differences among them—are analyzed in this report. Corporate priorities in charitable contributions are also shifting, with a new upward trend in the proportion of giving to health and human-services organizations—a reversal of a ten-year pattern. This report also includes detailed information on corporate contributions to United Way and other federated campaigns—often the largest single piece of a company's charitable giving program. Finally, this Annual Survey also continues the study of noncash donations, which now account for one-fifth of corporate contributions.

The Conference Board is grateful to the contributions executives whose ongoing participation in the Annual Survey enables us to provide this comprehensive information. We thank them for their support and welcome their continued participation.

JAMES T. MILLS
President

Chapter 1

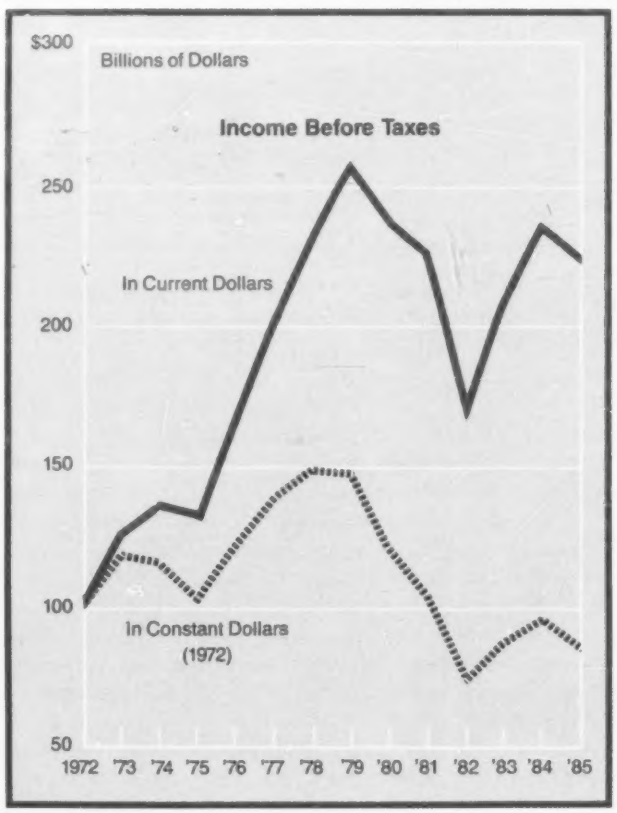
Reassessment and Change

DURING THE PAST DECADE, the growth of corporate charitable contributions has been extraordinary. Between 1976 and 1985, contributions made by all U.S. corporations nearly tripled, from $1.5 billion to an estimated $4.4 billion. For the universe studied by The Conference Board—the pacesetting leaders in corporate charitable giving—the growth was even more pronounced. Major corporate givers reporting in The Conference Board's Annual Surveys during that period increased their contributions from $.5 billion to $1.7 billion. In many years, rates of increase among all corporations exceeded the inflation rate. (See Chart 1.)

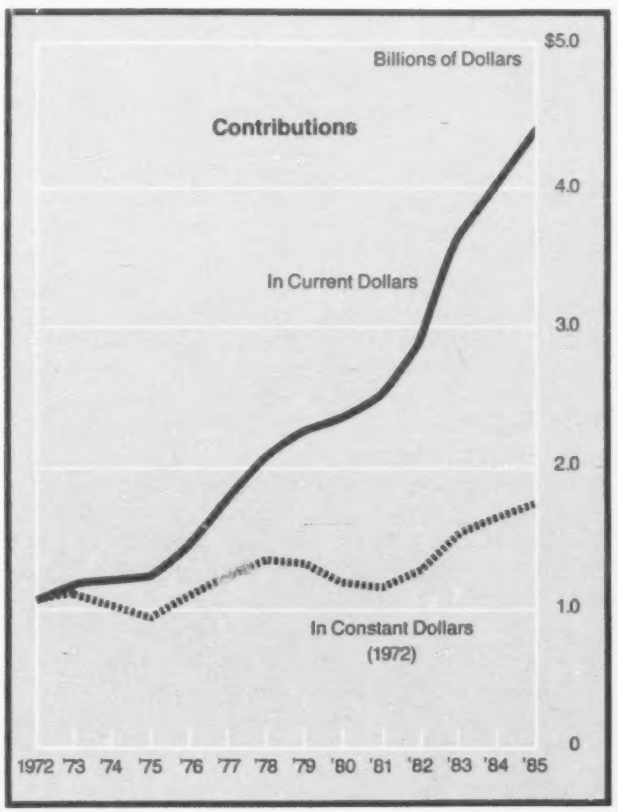
In a number of years, despite steep declines in corporate income before taxes, contributions budgets continued to grow (in current dollars), or experienced smaller decreases than did profits (in constant 1972 dollars). In only a few years did increases in corporate income before taxes exceed increases in corporate contributions. While corporate income before taxes in 1985 was *one-third* larger than it had been

Chart 1

Corporate Contributions and Corporate Income Before Taxes in Current and Constant Dollars, 1972 to 1985



Source: U.S. Department of Commerce



Source: Internal Revenue Service; 1984 and 1985 Estimate by Council for Financial Aid to Education.

in 1976, corporate charitable contributions were *three times* greater.[1]

The trend of continually and steadily expanding corporate contributions programs now appears to be changing, however. Between 1984 and 1985, growth was slow; between 1985 and 1986, growth is expected to be nonexistent.

Contributions by all U.S. corporations in 1985 were estimated by the Council for Financial Aid to Education to be $4.4 billion—a 10-percent increase over 1984 levels in current dollars (and a 5-percent increase in constant dollars). At the same time, corporate income before taxes dropped 5 percent in current dollars (and nearly 10 percent in constant dollars). The 10-percent increase is approximately the same rate of growth experienced in 1984 and the smallest change in contributions since 1981. Recent increases in charitable contributions have been much higher—16 percent in 1982, and 25 percent in 1983.

Each year, The Conference Board measures the changes in contributions within a core group of companies that have responded to the Annual Survey for two consecutive years. The matched-sample analysis of these companies' contributions decisions provides a gauge of the year-to-year change among the leadership companies. Between 1976 and 1984, the contributions of this matched sample increased at double-digit rates, ranging from 12 percent in 1976 to 26 percent in 1984. In 1985, however, matched-sample companies donated only 7 percent more than they had in 1984.

Outlook for Corporate Contributions

The signal of slower growth communicated by the matched-sample companies raises the question of whether the decisions on 1985 budget levels were the beginning of a downward trend—or were isolated situations not necessarily indicative of future activity. When asked to anticipate their total contributions for 1986, 36 percent of Survey respondents reported *reductions,* many of them sizable. Overall, 1986 contributions by companies participating in the Annual Survey are expected to be nearly 3 percent below the total reported for 1985. Among major donors, nearly half of the companies that gave over $10 million in 1985 are anticipating reductions—ranging from 2 to 78 percent—in their final 1986 contributions.

One of the major reasons for the cutbacks has been a deterioration in corporate profits, especially in the petroleum and gas industry. Oil company contributions, down 1 percent in 1985, are expected to be further reduced by 15 percent in 1986. (See table on this page.)

Because the major petroleum companies are among the leaders in corporate contributions, a 15-percent reduction in their giving will have a substantial impact on total corporate charitable donations. The petroleum and gas industry is not alone in its actions, however. Companies in every industry category studied by The Conference Board report reductions. Basic manufacturing industries, in particular, indicate substantial reductions or lack of growth: stone, clay and glass; paper; primary metals; nonelectrical machinery; fabricated metals; and chemicals. Among service industries, major cutbacks are expected in insurance, transportation, and engineering and construction. Not every industry is anticipating reduced giving, however. Increases of 10 percent or more are projected by companies in transportation equipment, retail and wholesale trade, finance, banking and pharmaceuticals.

Some of the wide fluctuations can be attributed to special situations: for example, an extraordinary one-time-only donation, such as property, or the impact of a company restructuring. However, the fundamental reason underlying many of the changes appears to be a reassessment of present

Actual and Anticipated Changes in Corporate Charitable Contributions, 1984-1986

Industrial Classification	*Actual Percentage Change 1984-1985 (Sum/Sum)*	*Anticipated Percentage Change 1985-1986 (Sum/Sum)*
Chemicals	8%	0%
Electrical machinery and equipment	13	6
Fabricated metal products	10	- 3
Food, beverage and tobacco	64	1
Machinery, nonelectrical	17	-10
Mining	*	*
Paper and like products	- 5	-23
Petroleum and gas	- 1	-15
Pharmaceuticals	9	12
Primary metal industries	- 3	-14
Printing and publishing	38	- 1
Rubber and miscellaneous plastics	*	*
Stone, clay and glass products	*	*
Textiles and apparel	*	*
Transportation equipment	18	15
Total: Manufacturing	11%	- 3%
Banking	11	8
Business services	46	- 2
Engineering and construction	*	*
Finance	19	12
Insurance	-10	-32
Retail and wholesale trade	18	13
Telecommunications	-16	11
Transportation	9	-22
Utilities	10	6
Total: Nonmanufacturing	- 1%	- 2%
Total: All Companies	7%	- 3%

* Totals include all cases, but details omit industries with fewer than 5 cases.

[1](Table 1 on page 27 tracks the relationship between corporate income and corporate contributions since 1935. The 1984 and 1985 figures for corporate contributions are estimated by the Council for Financial Aid to Education, since there is a delay of two to three years before the Internal Revenue Service publishes actual figures. Table 1 is updated periodically as new data become available.)

contributions practices in light of the company's present and future economic environment. The 1985-1986 corporate budgeting process was not one of automatic increases.

The median change expected in 1986 (for all companies) is a 3.6-percent increase over 1985. (See tablulation below.) This is the lowest median percent change recorded since this question was first asked in the 1981 Annual Survey.

Median Increase Expected for 1986

1985 Expenditures	*Number of Companies*	*Median Percent Increase in 1986 Budget*
Under $500,000	102	4.5%[a]
$500,000—$1 million	72	4.2 [a]
$1 million—$5 million	150	1.8 [a]
Over $5 million	70	4.8 [a]
Total	394	3.6%[a]

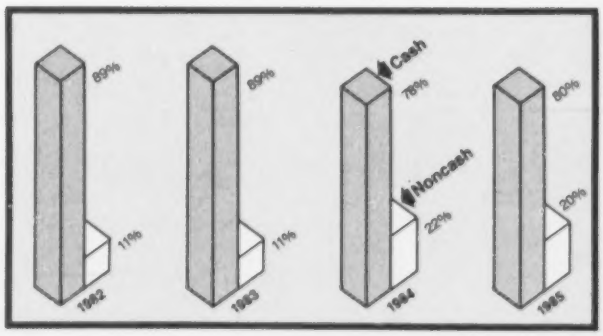
[a]Median for each group.

Cash and Noncash Giving

Donating noncash forms of assistance to nonprofit groups—gifts such as securities; company products; and other property such as land, buildings and equipment—is a practice that has gained popularity in the last few years. For the second year in a row, noncash charitable contributions accounted for approximately one-fifth of all corporate charitable gifts (20 percent of total contributions in 1985 and 22 percent in 1984). The slight decline in the proportion of donations in noncash forms was due to lower levels of giving for securities and property and equipment in 1985. In

Chart 2

Cash and Noncash Giving, 1982-1985



1984, there were extraordinarily large, one-time gifts in both those categories—hence the drop in 1985. Noncash giving overall, however, remains considerably higher as a proportion of total contributions than the 11-percent level reported in 1982 (when The Conference Board began collecting data on noncash contributions). (See Chart 2.)

The balance between cash and noncash contributions appears to have stabilized somewhat in 1985. In a comparison of the matched sample of companies reporting in both 1984 and 1985, the changes in each component were mixed—as compared to increases of 100 to 200 percent in all noncash components in 1984. Cash gifts grew the fastest of all forms of contributions in 1985, increasing by 13 percent in total dollars and raising the percentage of cash to 80 percent from 77 percent in 1984. The value of donations of company product increased slightly (2 percent) and remained at approximately 10 percent of total contributions. Securities donations dropped by two-thirds, reducing this type of gift to .3 percent of the total, in contrast to over 1 percent in 1984. Gifts of property and equipment also dropped: The portion of total contributions in the form of property and equipment went from nearly 12 to less than 10 percent. (See table below.)

Comparison of Charitable Contributions Expenditures, 1985 and 1984
326 Companies Reporting in Both Years

	1985						*1984*					
	Foundation Program		*Direct Giving Program*		*Total*		*Foundation Program*		*Direct Giving Program*		*Total*	
	Sum	*Percent*	*Sum*	*Percent*	*Sum*	*Percent*	*Sum*	*Percent*	*Sum*	*Percent*	*Sum*	*Percent*
Cash	$547.1	99.8%	$568.4	67.3%	$1,121.8	80.2%	$501.0	98.3%	$488.4	62.6%	$ 996.0	76.8%
Securities	0.3	0.1	4.3	0.5	4.8	0.3	7.5	1.5	6.5	0.8	14.0	1.1
Product	0.3	0.1	136.0	16.1	136.5	9.8	0.4	0.1	133.0	17.0	133.5	10.3
Property and equipment	0.3	0.1	135.8	16.1	136.2	9.7	0.6	0.1	152.8	19.6	153.7	11.8
Total [a]	$548.0	100.0%	$844.5	100.0%	$1,399.3	100.0%	$509.5	100.0%	$780.7	100.0%	$1,297.1	100.0%

[a]Details may not add to totals due to rounding.

Cash and Noncash Charitable Contributions of 75 Largest Donors, 1985

Company Rank	Total Contributions (dollars)	Cash	Cash as % Of Total	Securities	Securities as % Of Total	Company Product	Company Product as % Of Total	Property & Equipment	Property & Equipment as % Of Total
1	$104,900,000	$69,800,000	67%	0	0	$21,900,000	21%	$13,200,000	13%
2	87,693,500	36,406,500	42	0	0	11,160,000	13	40,127,000	46
3	60,063,000	59,980,000	100	0	0	0	0	83,000	0
4	51,776,443	12,015,212	23	0	0	0	0	39,761,231	77
5	40,801,933	34,796,788	85	0	0	0	0	6,005,145	15
6	38,215,263	30,743,946	80	0	0	7,471,317	20	0	0
7	34,770,777	21,422,168	62	0	0	13,348,609	38	0	0
8	31,101,853	23,901,703	77	0	0	0	0	7,200,150	23
9	29,423,231	24,383,618	83	0	0	4,992,578	17	47,035	0
10	27,200,000	21,400,000	79	0	0	200,000	1	5,600,000	21
11	26,550,000	10,020,000	38	0	0	16,505,000	62	25,000	0
12	25,394,198	6,677,180	26	0	0	18,717,018	74	0	0
13	25,207,073	9,411,461	37	0	0	15,795,612	63	0	0
14	23,678,000	23,310,000	98	0	0	5,000	0	363,000	2
15	23,227,600	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
16	20,026,070	20,026,070	100	0	0	0	0	0	0
17	19,924,773	19,924,773	100	0	0	0	0	0	0
18	18,375,000	15,875,000	86	0	0	1,000,000	5	1,500,000	8
19	18,352,545	18,352,545	100	0	0	0	0	0	0
20	16,749,622	16,749,622	100	0	0	0	0	0	0
21	16,139,000	12,179,000	75	0	0	3,960,000	25	0	0
22	15,544,646	15,544,646	100	0	0	0	0	0	0
23	13,438,634	13,438,634	100	0	0	0	0	0	0
24	13,400,000	10,926,973	82	0	0	0	0	[illegible],072	18
25	12,817,760	12,817,760	100	0	0	0	0	0	0
26	12,183,069	176,192	1	0	0	12,006,877	99	0	0
27	12,160,000	12,160,000	100	0	0	0	0	0	0
28	11,808,639	11,808,639	100	0	0	0	0	0	0
29	11,275,844	10,735,292	95	0	0	310,552	3	230,000	2
30	10,860,000	8,627,315	79	0	0	0	0	2,232,685	21
31	10,693,662	7,693,662	72	0	0	0	0	3,000,000	28
32	10,551,373	10,551,373	100	0	0	0	0	0	0
33	10,492,220	10,072,220	96	0	0	0	0	420,000	4
34	10,444,228	10,328,275	99	0	0	0	0	115,953	1
35	10,091,953	1,212,209	12	$1,807,429	18%	7,072,315	70	0	0
36	10,000,000	10,000,000	100	0	0	0	0	0	0
37	9,862,604	9,862,604	100	0	0	0	0	0	0
38	9,723,000	9,223,000	95	0	0	500,000	5	0	0
39	9,700,000	9,700,000	100	0	0	0	0	0	0
40	9,514,944	3,767,777	40	0	0	5,747,167	60	0	0
41	9,414,131	7,607,789	81	0	0	0	0	1,806,342	19
42	9,361,939	9,361,939	100	0	0	0	0	0	0
43	9,121,648	9,121,648	100	0	0	0	0	0	0
44	9,074,876	9,074,876	100	0	0	0	0	0	0
45	9,032,661	750,903	8	0	0	8,281,758	92	0	0
46	8,639,986	7,922,006	92	0	0	632,568	7	85,412	1
47	8,573,998	8,073,998	94	0	0	0	0	500,000	6
48	8,543,660	8,543,660	100	0	0	0	0	0	0
49	8,385,216	2,707,720	32	0	0	5,677,496	68	0	0
50	8,152,000	8,152,000	100	0	0	0	0	0	0

Details in each row may not add to 100 percent due to rounding.

n.a. = Not available.

*Less than 1 percent.

Cash and Noncash Charitable Contributions of 75 Largest Donors, 1985 (continued)

Company Rank	Total Contributions (dollars)	Cash	Cash as % Of Total	Securities	Securities as % Of Total	Company Product	Company Product as % Of Total	Property & Equipment	Property & Equipment as % Of Total
51	8,031,178	8,031,178	100	0	0	0	0	0	0
52	7,827,139	5,285,066	68	0	0	2,357,066	30	185,007	2
53	7,819,398	1,243,398	16	0	0	6,576,000	84	0	0
54	7,817,093	6,573,260	84	0	0	1,243,833	16	0	0
55	7,795,166	7,795,166	100	0	0	0	0	0	0
56	7,583,421	7,583,421	100	0	0	0	0	0	0
57	7,500,000	7,500,000	100	0	0	0	0	0	0
58	7,406,000	5,055,000	68	0	0	2,351,000	32	0	0
59	7,354,911	7,354,911	100	0	0	0	0	0	0
60	7,272,894	7,272,894	100	0	0	0	0	0	0
61	7,235,200	7,235,200	100	0	0	0	0	0	0
62	6,874,869	6,874,869	100	0	0	0	0	0	0
63	6,741,620	6,741,620	100	0	0	0	0	0	0
64	6,629,404	6,061,299	91	0	0	568,105	9	0	0
65	6,622,725	6,622,725	100	0	0	0	0	0	0
66	6,603,000	6,603,000	100	0	0	0	0	0	0
67	6,367,812	6,367,812	100	0	0	0	0	0	0
68	6,362,696	2,134,253	34	829,069	13	0	0	3,399,374	53
69	6,331,677	6,331,677	100	0	0	0	0	0	0
70	6,200,000	6,200,000	100	0	0	0	0	0	0
71	5,999,000	1,224,000	20	0	0	4,775,000	80	0	0
72	5,628,069	5,628,069	100	0	0	0	0	0	0
73	5,606,828	5,606,828	100	0	0	0	0	0	0
74	5,574,418	5,333,801	96	0	0	65,617	1	175,000	3
75	5,475,044	5,083,258	93	0	0	390,416	7	1,370	*
Total	$1,189,864,534	$885,081,401	74%	$2,636,498	*	$173,600,904	15%	$128,535,776	11%

It appears that noncash gifts have become a permanent and important part of many companies' contributions programs. The following table, which reports the percentage breakdown of the components of charitable contributions for the top 75 donors, indicates that over half of those companies gave less than 100 percent cash (one in four gave less than 75 percent cash).

Gifts of company product account for the largest share of all noncash donations—about 56 percent for 1985. Manufacturers increased the product portion of their total contributions from 11 percent in 1984 to 15 percent in 1985, while service companies reduced theirs from 9 percent to 2 percent. Because of the nature of their products, certain industries tend to place more emphasis on product donations than others. Nearly a third of the charitable donations made by pharmaceutical companies and electrical equipment and machinery manufacturers are in the form of products. Both groups of companies increased the proportion of products in their total giving from 1984—electrical equipment manufacturers from 24 to 32 percent, and pharmaceutical companies from 30 to 32 percent. The product portion of contributions made by chemical companies nearly doubled, from 10 to 19 percent. Two industries that had not previously reported product donations did so in 1985—paper, and printing and publishing. Food, beverage and tobacco companies, which have traditionally given a large part of their total contributions in product form, reduced that share from 17 to 13 percent in 1985. Transportation equipment manufacturers also reduced the proportion of product gifts, from 11 to 8 percent. Other drops in the percentage of products were reported by telecommunications companies, fabricated metals, and retail and wholesale trade companies. (See the table on page 6.)

The median value for gifts of company product was approximately $200,000 in 1985, compared to $115,000 in 1984. The largest product donation was valued at nearly $22 million; 26 companies each gave over $1 million in product donations.

Gifts of property and equipment accounted for less than 9 percent of total contributions in 1985, compared to over 11 percent in 1984. Industries making sizable proportions of their total contributions in the form of property and equipment included insurance (34 percent of total charitable giving); stone, clay and glass (30 percent); transportation equipment (28 percent); and transportation (27 percent). Three industries reported total gifts of property that were of substantial value, but that represented only 5 to 6 percent of their total contributions: petroleum and gas ($16 million);

Cash and Noncash Giving, 1985—
Companies Grouped by Industry Classification (with at least 5 cases in each)

Industry Classification	Number of Companies	Total Contributions (Cash and Noncash) ($ Thousands)	Gifts of Cash ($ Thousands)	Cash Giving as Percent of Total Contributions	Noncash Giving: Gifts of Securities ($ Thousands)	Noncash Giving: Gifts of Company Product ($ Thousands)	Noncash Giving: Gifts of Property and Equipment ($ Thousands)	Noncash Giving as a Percent of Total Contributions
Chemicals	29	$ 148,470	$ 111,201	75%	—	$ 28,389	$ 8,879	25%
Electrical machinery and equipment	33	294,623	184,581	63	$1,833	94,666	13,544	37
Fabricated metals	10	9,559	9,230	97	—	265	64	3
Food, beverage and tobacco	23	130,380	109,801	84	—	17,288	3,292	16
Machinery, nonelectrical	19	25,932	22,291	86	—	299	3,341	14
Mining	3	2,832	*	*	*	*	*	*
Paper and like products	14	22,335	20,703	93	103	378	1,150	7
Petroleum and gas	22	283,239	266,856	94	—	5	16,378	6
Pharmaceuticals	13	80,410	54,402	68	—	25,748	260	32
Primary metal industries	15	22,342	22,066	99	—	109	166	1
Printing and publishing	10	21,819	20,372	93	—	619	828	7
Rubber and miscellaneous plastics	4	7,024	*	*	*	*	*	*
Stone, clay and glass products	6	15,743	9,795	62	1,104	85	4,758	38
Textiles and apparel	4	3,940	*	*	*	*	*	*
Transportation equipment	16	153,568	98,978	64	—	11,753	42,837	36
Total: Manufacturing[1]	221	$1,222,214	$ 942,844	77%	$3,040	$179,644	$ 96,686	23%
Banking	56	95,820	90,958	95	3,255	—	1,607	5
Business services	8	10,714	9,157	85	—	7	1,550	15
Engineering and construction	3	2,414	*	*	*	*	*	*
Finance	5	8,183	8,157	100	—	—	26	0
Insurance	44	120,574	78,303	65	1,135	138	40,998	35
Retail and wholesale trade	17	50,902	48,864	96	—	2,039	—	4
Telecommunications	11	96,178	86,203	90	—	8,471	1,504	10
Transportation	8	8,190	5,976	73	—	—	2,214	27
Utilities	54	57,878	57,626	100	—	—	252	0
Total: Nonmanufacturing[1]	206	$ 450,854	$ 387,655	86%	$4,390	$ 10,655	$ 48,153	14%
Total: All Companies[1]	427	$1,673,068	$1,330,499	80%	$7,430	$190,299	$144,839	20%

[1]Totals include all cases, but details omit industries with fewer than 5 cases.

Summary of Corporate-Assistance Expenditures—Matched Cases, 1985-1984

Description	Number of Companies Reporting	Sum ($000) 1985	Sum ($000) 1984	% Change	Median 1985	Median 1984
Cash Disbursements to 501(C) (3) Organizations Not Reported as Charitable Contributions	110	$100,331	$155,807	-36%	$130,028	$107,643
Loan of Company Personnel	45	19,147	17,529	9	49,986	50,000
Donations of Product and Property Not Reported as Charitable Contributions	35	46,352	50,255	- 8	24,944	24,271
Use of Corporate Facilities or Services	43	14,563	11,681	25	36,000	35,000
Loans at Below-Market Yields	11	7,991	5,985	34	122,000	157,000
Administrative Cost for Contributions Function	120	41,401	36,264	14	112,018	100,002
Total	184	$229,784	$277,520	-17%	$217,608	$170,325

electrical machinery and equipment ($13.5 million); and chemicals ($9 million). Donations of property and equipment are not as predictable and consistent as gifts of a company's manufactured products. A company that donates a piece of land or an empty facility one year may have none available to give the next. For example, petroleum and gas companies donated nearly $31 million in property and equipment in 1984, but gave about half that total ($16 million) in 1985; stone, clay and glass companies made no property and equipment gifts in 1984, but made nearly $5 million of such contributions in 1985; and transportation equipment manufacturers increased such donations from nearly $20 million to almost $43 million.

It appears that such gifts have become established as a general practice among corporate donors. The median dollar value for gifts of property and equipment was $107,000 for 1985, a 22-percent increase over the 1984 median. The largest amount reported by a single company was valued at $40 million, and 18 companies each made donations of property and equipment of $1 million or more.

Gifts of securities were made by only eleven companies in five different industries. Stone, clay and glass (6 percent of total contributions) and banking (3 percent) were the only industries that reported such gifts in budget shares greater than 1 percent. The median value of securities donated in 1985 was $275,000, down considerably from the median of $500,000 in 1984. The largest gift was $1.9 million.

Despite the now well-established role of noncash gifts, cash continues to be the most important part of corporate contributions programs. Virtually all giving through corporate foundations and two-thirds of direct corporate grants, were in the form of cash. In 1985, the median dollar value for cash donations was nearly $1.1 million, a 29-percent increase over the 1984 median. Twenty-nine companies made cash gifts of over $10 million each, and 223 companies reported donations in excess of $1 million.

Corporate-Assistance Expenditures

Many companies give further help to nonprofit organizations with grants or other assistance that are not reported as "charitable" deductions on corporate federal income-tax

Corporate Assistance—Cash Disbursements to 501(c)(3) Organizations

Category of Disbursement	Number of Companies	Total Dollar Value ($ Thousands)	Percent of Total Cash Disbursements	Percent of Total Corporate Assistance	Median Dollar Value
"Basic research" grants	43	$ 45,099	38%	17%	$250,000
Other college grants	33	4,756	4	2	27,500
Public TV and radio	42	2,955	2	1	10,000
Benefit events	113	12,276	10	5	41,171
Other grants	131	42,261	35	16	50,000
Unspecified	4	12,407	10	5	—
Total	174	$119,754	100%[a]	45%	$100,000

[a]Total does not add to 100 percent due to rounding.

returns. These forms of assistance are considered business expenses. Their purposes, however, are similar to charitable contributions; that is, aid and support of groups to promote the well-being of society. In 1982, five major categories of expenditures to nonprofit groups, plus a sixth category for the costs of administering a contributions program, were defined by The Conference Board as "corporate-assistance expenditures." The five types of expenditure encompass: (1) the loan of company personnel to nonprofit organizations for management or technical assistance; (2) cash disbursements, such as research grants to universities, that are made by a company's R&D department; support for public television and radio; moneys paid for benefit events; or moneys paid to nonprofit groups such as membership organizations; (3) product and property donations to nonprofit groups that are defined as business expenses rather than charitable deductions; (4) the use of corporate facilities (such as office or meeting space) or of services (such as printing or computer processing) by nonprofit groups; and (5) loans to these organizations at less-than-market rates.

Corporate-assistance programs are a relatively new and unquantified measure of corporate social responsibility, although the practice—especially the R&D-related support—is not new. Most of the support is noncash and, therefore, it is difficult to assign a value to this aid. Many of the programs are conducted by personnel not directly involved with the corporation's contributions operation, making such assistance difficult to monitor.

Most of the corporate contributions managers reporting to The Conference Board acknowledge that their companies are engaged in some form of corporate-assistance activity, but they are often unable to place a monetary value on that activity. Several companies have initiated procedures to begin to collect information and become involved in managing corporate-assistance expenditures. (The 1986 edition of the *Annual Survey of Corporate Contributions* presents case examples of programs set up by different companies to track their corporate-assistance expenses.) The data collected by The Conference Board over the last four years have provided information on general trends and priorities, but they probably do not represent the actual magnitude of corporate-assistance activity within corporations.

Total corporate-assistance expenditures, and the number of companies reporting them, have not grown extensively in the four years that The Conference Board has been collecting information. Although there had been a substantial increase in corporate-assistance dollars reported in 1984, 1985 figures indicated a marked decline in corporate-assistance activity. For example:

- Among the matched sample of 344 companies responding in 1984 and 1985, 184 reported corporate-assistance expenditures in both years. For these companies, the total dollar value of corporate-assistance expenditures decreased from $278 million to $230 million—a 17 percent drop.
- In 1985, 280 respondents (21 more than in 1984), were able to supply a dollar value for their programs. Total corporate-assistance expenditures reported by these companies were $267 million, a 10-percent decrease from the dollar amounts reported in 1984.
- More companies reported corporate-assistance expenditures in 1982—the first year corporate-assistance data were collected—than in any year since then. The sum of corporate-assistance expenditures reported in 1985 was only 3 percent higher than that reported in 1982.
- The largest corporate-assistance expenditure reported in 1985 was $30 million—less than one-half the largest expenditure in 1984.
- The median ratio of corporate assistance, as a percentage of charitable contributions, was 10.6 percent, approximately the same as the 1984 ratio of 10.3 and somewhat lower than the median of 11.6 percent in 1983.
- The aggregate ratio of corporate assistance as a percentage of charitable contributions (the sum of all corporate-assistance expenditures reported in 1985 as a percentage of the sum of charitable contributions made by the same companies) was 21 percent—down from 28 percent in 1984.

Among the matched sample of companies reporting in 1984 and 1985, the median grew from $170,000 to $218,000 (28 percent). Between 1982 and 1985, the median corporate-assistance program among all respondents doubled from $92,500 to $186,000. Manufacturing companies reported a much higher median in 1985 than service companies—$260,000 compared to $105,000. Among the industries leading in median corporate-assistance expenditures were pharmaceuticals ($1.1 million), petroleum and gas ($915,000), food, beverage and tobacco ($680,000), and telecommunications ($540,000).

Most of the decrease in aggregate corporate-assistance dollars in 1985 was the result of cuts in cash disbursements to nonprofit organizations. Among the matched sample, corporate-assistance cash grants dropped by more than one-third. The total cash expenditures reported in 1985 were over 25 percent lower than the total reported in 1984.

Cash disbursements dropped from 56 percent to 45 percent of total corporate-assistance expenditures. Most of the decrease was in the category of basic research grants, which accounted for 38 percent of cash disbursements in 1985—in contrast to 63 percent in 1984. Support of public television and radio was 30 percent lower in 1985 than in 1984. Non-research grants to colleges and universities, expenditures for benefit events, and expenditures to membership organizations all increased, however. (See table on page 7.)

Donations of product and property (which decreased 8 percent among the matched sample) was another area of cor-

porate assistance to show a decline from 1984 to 1985. However, loans at below-market rate increased by 34 percent, and use of corporate facilities or services was 25 percent higher in 1985 than in 1984.

The administrative costs of running a contributions program also increased. Among the matched sample, total costs grew by 14 percent, and the median administrative budget increased from $100,000 to $112,000. For all companies reporting in 1985, however, the median increased by only 5 percent, from $84,000 to $88,000. The median ratio of administrative cost to charitable contributions remained at approximately 5 percent. (See adjacent table.) For companies with the smallest programs, however, the ratio was 8 percent, up 3 points from 1984.

Administrative Cost as a Percent of Contributions

Budget Size	*Number of Companies*	*Administrative Cost as a Percent of Contributions Budget (Median)*
Under $500,000	31	8.1%
$500,000—$1 million	30	5.0
$1 million—$5 million	81	4.7
Over $5 million	46	4.1
Total	188	4.9%

Chapter 2

Setting Contributions Levels: Corporate Contributions and Pretax Income

SLOWER GROWTH in corporate contributions has put more pressure on contributions managers to plan their programs carefully. Shaping a contributions budget that reflects corporate strategic goals and responds to community needs, while acknowledging the limitations of economic realities, calls upon all the managers' resources.

A number of factors form a framework on which a particular company's contributions program is developed: corporate objectives and policies, the economic environment and performance of the company, the relationship of the company to its headquarters and plant communities, the company's own giving history. One set of factors that has appeared to have played a role over the years in the formulation of charitable contributions budgets has included characteristics such as the company's industry, size and geographic location. This chapter examines the relationship of the size of corporate charitable contributions programs to industry and company size, as defined by pretax income, assets, sales and number of employees.

In 1985, 439 companies in 24 industry categories responded to the Annual Survey, reporting a total of $1.7 billion in charitable contributions. Their contributions budgets ranged in size from approximately $100,000 to $100 million, with a median of $1.2 million—a 26-percent increase over the median for 1984. With lower inflation, this was a 24-percent real increase.

Foundation Giving

Over 60 percent (269) of the 439 companies participating in this Survey have corporate foundations through which they make at least part of their contributions. In the last five years, the proportion of companies reporting foundations has risen steadily—from 50 percent in 1981. During the same time period, however, the proportion of total corporate contributions disbursed by corporate foundations has been decreasing slowly—from 42 percent in 1981 to 38 percent in 1985. Most companies with corporate foundations continue to make direct company grants as well. However, a small number (17 in 1985) rely entirely upon the foundation for their corporate giving programs.

Ninety-five percent of corporate foundations made grants in 1985, totaling $658 million. The median dollar value of contributions made by foundations was $797,000 in 1985, up from $786,000 in 1984. The median value of grants made by parent companies to their foundations was $400,000 in 1985.

The shortfall between the amount of money a corporate foundation receives from its parent corporation and the amount it distributes in contributions in the same year continued in 1985. Of the 269 foundations, nearly a third (87) received no grants from the parent company, and another 28 percent (75) received less than they disbursed. Only 40 percent took in an amount equal to, or greater than, the amount they disbursed (Table 5). As a result, corporate foundations made charitable contributions that exceeded the grants they received from their parent companies by $44 million (Table 4). The 7-percent gap is a modest one, however, compared to a difference of 45 percent in 1982—a recession year—when foundation contributions exceeded the grants they received by $165 million. It is common practice among corporations to replenish the assets of their foundations during years of healthy profits and to rely upon that asset base, and its earnings, to maintain contributions programs during periods of poor performance.

Corporate foundations tend to be clustered in the manufacturing industries, particularly heavy manufacturing. (See the table on page 11.) In recent years, however, service companies have been more active in forming foundations. In 1985 and during the first half of 1986, nine of the thirteen new foundations reported were set up by service companies—including utilities, banks, insurance and telecommunications companies. Similarly, in 1984, eight of the thirteen new foundations were formed by telecommunications companies, utilities, merchandising operations and banks.

Industry Patterns

Historically, manufacturing companies, as a group, have outpaced service companies on several measures of contributions activity. For example, manufacturing and non-

Companies with Corporate Foundations, 1985—Companies Grouped by Industry Class

Industry Classification	Total Number of Companies	Number of Companies with Foundations	Percent of Companies with Foundations
Chemicals	29	22	76%
Electrical machinery and equipment	33	24	73
Fabricated metals	10	8	80
Food, beverage and tobacco	25	18	72
Machinery, nonelectrical	20	15	75
Mining	3	1	33
Paper and like products	14	11	79
Petroleum and gas	22	14	64
Pharmaceuticals	13	7	54
Primary metals	15	13	87
Printing and publishing	10	6	60
Rubber and miscellaneous plastics	4	3	75
Stone, clay and glass products	7	6	86
Textiles and apparel	4	2	50
Transportation equipment	16	14	88
Total: Manufacturing	225	164	73%
Banking	61	39	64
Business services	8	4	50
Engineering and construction	3	2	67
Finance	5	3	60
Insurance	45	28	62
Retail and wholesale trade	19	8	42
Telecommunications	11	7	64
Transportation	8	1	13
Utilities	54	13	24
Total: Nonmanufacturing	214	105	49%
Total: All Companies	439	269	61%

manufacturing companies are represented equally among the 1985 Survey participants. However, nearly three-quarters of total contributions were reported by manufacturing firms—companies responsible for less than 60 percent of the domestic pretax income reported in the Survey. The median contributions budget for manufacturers was more than double that for service companies—$2.1 million compared to $800,000. The median ratio of contributions to domestic pretax income among manufacturing firms was nearly 1.5 percent, while service companies had a median ratio of less than 1 percent (Table 7A).

Among the matched sample of 344 companies that participated in both the 1984 and 1985 Annual Surveys, 167 manufacturing companies increased their contributions by over 10 percent despite a decline in worldwide pretax income of over 7 percent. In sharp contrast, the worldwide pretax income of 177 service companies grew by 9 percent while charitable giving by these companies dropped by 1 percent. (See Chart 3.)

Changes (as measured by the matched sample) were sizable within some industries. Companies in the textiles and apparel, mining, telecommunications, engineering and construction, insurance, paper, primary metals, and petroleum and gas industries cut their 1985 contributions programs by 1 to 59 percent. Large increases in budgets occurred among business services firms (46 percent) and printing and publishing companies (38 percent). The median change for all companies reporting in both 1984 and 1985 was 10 percent. (See Table 14.)

Among all the companies reporting in 1985, there were also major shifts in several industries. The median size of contributions programs quadrupled among telecommunications companies, from $955,000 in 1984 to $3.9 million in 1985. Among electrical machinery and equipment manufacturers, the median contributions budget nearly tripled, from $1.2 million to $4.4 million; and the median for food, beverage and tobacco companies doubled—from $2.5 million to $5.5 million.

Increases of over 40 percent in median contributions budgets occurred in several industries: banking, primary metals, pharmaceuticals, insurance, and paper. Major decreases were reported in three industries: The median contributions pro-

Terms and Concepts Used in This Report

Two major formats for reporting contributions are used throughout this report. The first is a ratio, with contributions divided by such characteristics as pretax income and number of employees. The second is a percentage distribution, with contributions dollars apportioned among major beneficiary groups such as health and human services, education, culture and art, civic and community. In order to interpret these data correctly, it is important to understand the following:

Worldwide and "U.S.-Only" Data

Respondents to the questionnaire were asked to provide both worldwide and "U.S.-only" data on sales, assets, income before taxes, and number of employees. The worldwide data are the figures reported by corporations in their consolidated financial statements. The "U.S.-only" financial data reflect sales, assets and pretax income derived solely from U.S. operations. The employee-size data reflect only those workers employed in the United States. For those companies that are not multinational (about 39 percent of the sample), "worldwide" and "U.S.-only" data are identical.

While the worldwide data are consistent with tabulated statistics on the corporate sector as reported by various U.S. government agencies, it should be noted that there are no comparable "U.S.-only" figures. U.S. data have customarily been included in this series of Conference Board reports, however, in order to facilitate comparison with the contributions figures, which reflect giving only to domestic or U.S.-based beneficiaries. (Overseas giving is discussed on page 16.)

Contributions

Corporate contributions and gifts reported to the IRS normally include gifts of property as well as gifts of cash, and the survey questionnaire specifically asked respondents to include the dollar value of gifts of property reported as contributions on the company's income tax return. However, there are two major differences between the contributions figures derived from Internal Revenue Service (IRS) sources and those reported in this study. While both sets of figures include direct giving by corporations, the first difference lies in the treatment of dollars going *into* and *out of* corporate foundations within a given year.

The IRS figures reflect dollars given by a corporation to its foundation, while the survey figures reflect dollars donated by corporate foundations to eligible beneficiaries. This is in keeping with study objectives to measure the flow of dollars actually reaching beneficiaries in any calendar year. Dollars given to the foundation are not necessarily expended within the same year. (See page 10.)

The second major difference between the IRS and the survey figures is the fact that the IRS data reflect the total universe of approximately two million corporations that file tax returns, while the survey data are compiled from a sample of these firms that is weighted toward larger companies.

Corporate Assistance

Corporate-assistance expenditures are six categories of items that are given to assist social, charitable or other groups to promote the well-being of society, but are *not* taken as a charitable deduction by corporations. These include cash grants given to tax-exempt, 501 (c) (3) organizations that are not reported as contributions; loans of company personnel; donations of products, equipment and property charged to business expense; loans, deposits and investments for social purposes at below-market rates of return; loans of company facilities and services at no charge or below cost; and the direct costs the company incurs in administering the contributions function.

Corporate Social Expenditure

The sum of charitable contributions and corporate-assistance expenditures, appears only in Table 8B. It represents an attempt to estimate a total for social involvement by major corporations.

Ratios

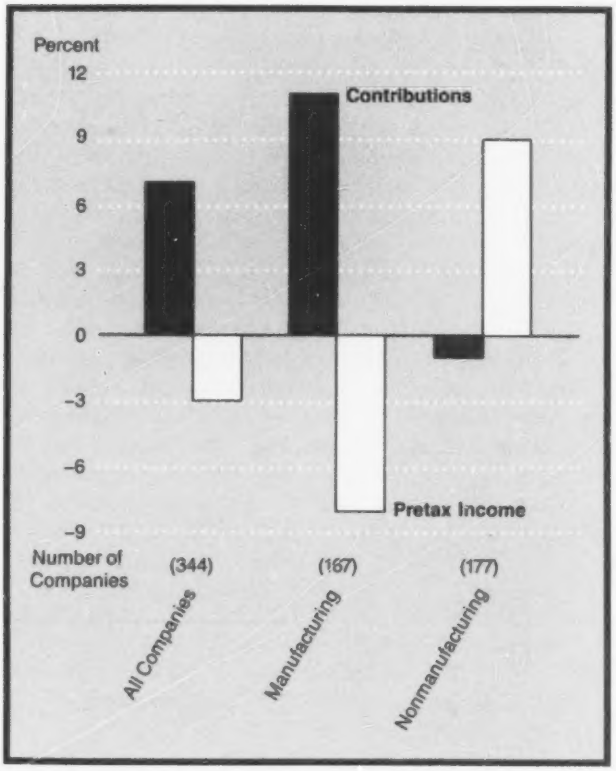
It is common practice in the contributions field to speak both of the 5-percent limit on giving, and of setting a "5-percent" target. Since 1936, the Internal Revenue Code has allowed corporations to deduct contributions to charitable organizations up to a maximum of 5 percent of the corporation's *taxable* income with a five-year carry forward. Under the Economic Recovery Tax Act of 1981, this limit was raised to 10 percent. Because taxable income is a closely held figure, it is not possible to collect it from corporations for use in this report. Instead, the ratio is calculated on pretax income.

Major Categories of Organizations

The problem of classifying and defining the five major areas of corporate support and their subcategories is a continuing one. Classification is made on the basis of the major program objective or organizational goal of the *donee* group. The five major categories of organization used in this survey—health and human services, education, culture and the arts, civic and community, and "other"—include all grant formats: matching gifts, operating support, program support, and capital support. (For more detail on categories, see box on page 18.)

Chart 3:

Percent Change in Contributions and Worldwide Pretax Income, 1984 and 1985*



* This chart provides contributions in relation to consolidated (worldwide) profits for companies participating in both survey years. The number of matched companies supplying domestic profit data is too small to derive meaningful patterns.

gram for transportation companies dropped 85 percent; for transportation equipment manufacturers, the median slipped by 55 percent; and for fabricated metals companies, the decrease was 42 percent.

There were also large changes in the ratio of contributions to domestic pretax income in some industries. For example, the median ratio for electrical machinery and equipment manufacturers rose from .97 percent in 1984 to 3 percent in 1985; for manufacturers of stone, clay and glass products, the median ratio increased from .85 to 2.3 percent. Median ratios dropped among fabricated metals companies (1.35 to .93), petroleum and gas companies (1.70 to 1.53), and banks (1.54 to 1.26).

While the median ratio of contributions to domestic pretax income for all companies was 1.18 percent, ratios of over 2 percent were not uncommon in a number of industries. Over 50 percent of the companies in the electrical machinery and equipment, and stone, clay and glass industries had contributions ratios of over 2 percent of domestic pretax income. More than a third of the companies in fabricated metals, chemicals, primary metals, and insurance had ratios of 2 percent or higher.

Companies with Losses in 1985

Because of the statistical distortions that would result, companies with income losses are not included in the tables that use contributions-to-income ratios. Thirteen participants experienced worldwide income losses in 1985 (compared to twenty-four in 1984). Ten of the companies were in manufacturing or extractive industries, particularly in petroleum and gas, nonelectrical machinery and chemicals.

Total contributions reported by these companies amounted to $37.1 million—$33.8 million from the manufacturing companies and $3.3 million from the service companies. The median expenditure was $1.3 million, compared to $1.2 million for companies that reported worldwide profits in 1985. The nine companies that made grants in excess of $1 million included six companies experiencing losses of over $100 million.

Many of the companies experiencing losses in 1985 were able to sustain their contributions programs because of the role played by their corporate foundations. Eight of the thirteen companies have foundations, and over 90 percent of the contributions made by those companies were disbursed by their foundations. Only three of the firms made grants to their foundations to cover the contributions. The remaining five put no money into their foundations in 1985. Those five foundations disbursed over $26 million from their assets.

Major Donors

Corporate contributions tend to be concentrated among a relatively small number of firms. In 1985, 17 percent of the participants in the Annual Survey (the top 75 companies listed in Table 8A) were responsible for 70 percent of the total contributions reported ($1.2 billion out of $1.7 billion). The company in the top-ranking position contributed $104.9 million in 1985, a 25-percent increase over the $83.5 million given by the largest donor in the 1984 sample. Measured in constant (1972) dollars, the amount contributed by the leading company in the sample increased by 150 percent between 1976 and 1985. The median amount given by the top 75 firms was $9.7 million, compared to $8.2 million in 1984. Thirty-six companies had contributions expenditures of over $10 million, compared to thirty-two in 1984.

The median ratios of contributions to pretax income for the top 75 companies were 1.76 percent of U.S. income (compared to 1.99 percent in 1984), and 1.26 percent of worldwide income (compared to 1.31 percent in 1984). As has been the case in previous years, the median ratios for the major donors exceeded those for all the companies participating in the survey (1.18 percent of U.S. pretax income and .99 percent of worldwide). Over the last ten years, the number of companies making contributions in excess of 2 percent of their pretax income has grown considerably. In 1976, only two out of the top fifty companies had contributions ratios greater than 2 percent of either domestic or worldwide pretax income. In 1985, 18 of the top 50 companies gave more

than 2 percent of domestic pretax income, and 14 gave more than 2 percent of worldwide pretax income.

A number of companies also support nonprofit organizations and causes through a variety of corporate-assistance activities that are not taken as charitable deductions but, rather, as business expenses. The Conference Board has defined a measure by which to rank companies on the basis of their total social investment. "Corporate social expenditure" is the sum of charitable contributions and related corporate-assistance expenditures made by a company. The 1985 participants are ranked according to this measure in Table 8B.

Total corporate social expenditures made by the top 75 companies in Table 8B were valued at $1.4 billion, approximately 8 percent more than the expenditures made by the top 75 in 1984. This $1.4 billion represented 71 percent of the social expenditures reported by all participants in the 1985 Survey. The median expenditure was valued at $11.2 million, $1 million more than the previous year, and $1.5 million more than the median for the top 75 companies ranked on charitable giving alone. The median ratio of corporate social expenditures to domestic pretax income was 1.9 percent, down slightly from the 2.1 percent median in 1984—possibly due to a difference in the sample. Thirty-two of the sixty-five companies reporting domestic pretax income made social expenditures in excess of 2 percent of that income. As already explained in Chapter 1, more than half of the corporate-assistance expenditures reported to The Conference Board are not in the form of cash, and companies have placed an estimated value on their services. The totals listed in Table 8B are therefore based on estimates and reflect approximations rather than actual totals.

1985 Ratios: Quartiles for Key Groups

Ratios of contributions as a percent of pretax income have been found to be useful benchmarks in contributions management. Contributions executives frequently compare their own company's practices and performance to that of other companies in the same income, asset, sales, employee, program size or industry category. Tables 9 through 13 on pages 36-40 present the 25th, 50th (median) and 75th percentiles for contributions-to-pretax-income ratios for survey respondents grouped by various size and industry categories.

Ratios for companies grouped by the size of the contributions program appear in Tables 9A and 9B. Companies with the largest budgets report the highest ratios of contributions to pretax income, as has been the case in the past. Nearly four out of ten companies with programs of $5 million or more reported domestic ratios of 2 percent or higher, and one-quarter had ratios of over 3.5 percent. In all size categories, all medians are higher than those reported in 1984—reflecting in part the much slower growth of corporate pretax profits compared to the growth in corporate contributions. Twenty-five percent of all participants in 1985 made contributions that were greater than 2 percent of their domestic pretax income—compared to 13 percent of all participants five years ago.

Tables 10A and 10B present ratios grouping companies by the size of corporate pretax income. In general, the higher the income, the lower the ratio of contributions to that income—although there are some fluctuations in the size categories over $100 million. The disparity between the largest and smallest companies is most pronounced: Half the companies earning less than $5 million in U.S. pretax income gave 13 percent or more of their income in contributions; half the companies making over $1 billion gave .6 percent or less. Except for companies in the largest income category ($1 billion and over), all medians were higher in 1985 than in 1984, and nearly all other quartiles (25th and 75th) in all income categories were also higher.

Tables 12A and 12B are based on the size of company assets. Analysis of these particular data over the years has yielded no predictable patterns in the ratio of contributions to pretax income. The medians for all asset size categories are clustered close together, ranging from 1.02 to 1.63 percent of domestic income and from .87 to 1.34 of worldwide income—with no apparent relationship or progression between size of assets and the contributions ratio. In 1985, the median ratio of contributions to domestic pretax income for companies in the smallest asset category (less than $200 million) was the same as the ratio for companies in the largest category ($10 billion and over). By contrast, in 1984, the smallest companies had one of the lowest medians and the largest companies had one of the highest. In general, in 1985, most quartiles in Tables 12A and 12B were higher than they had been in 1984.

Companies are grouped by size of sales in Tables 13A and 13B. As in the grouping by asset size, there are no strong patterns of relationships between sales and contributions ratios. Companies with moderate sales volume ($250 to $500 million) have the highest median ratios of contributions to both domestic and worldwide pretax income. The smallest companies (with sales below $250 million) have the lowest median ratios. For companies with sales above $500 million, the ratio of contributions to pretax income increases as sales do.

Contributions Targets

Approximately one-quarter of the 1985 Annual Survey participants indicated that their companies had set a goal for contributions as a percent of pretax income between 1986 and 1990. (See table on page 15.) Most of the companies that had set a target used U.S., rather than worldwide pretax income as the basis for their ratios. About four-fifths of the companies reporting a goal of contributions as a percentage of U.S. income had set that goal at between 1 and 3 percent. Most of the companies that had set domestic targets expected to meet them by 1986. Only about one-third of the companies reporting had set longer-term goals.

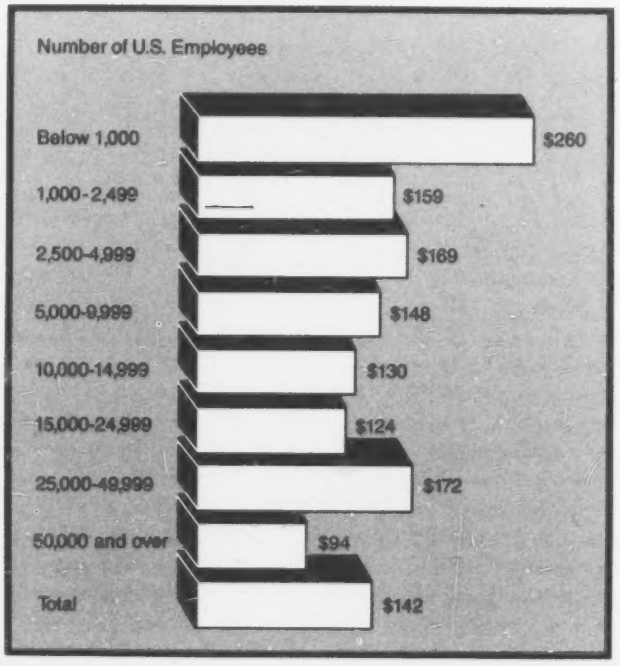
Corporate Targets for 1986 to 1990—
Contributions as a Percent of Pretax Income

Contributions Targets as a Percent of Pretax Income	*U.S. Pretax Income*		*Worldwide Pretax Income*	
	Number	*Percent*	*Number*	*Percent*
Less than 1.00%	5	7%	—	—
1.00—1.99%	36	46	12	71%
2.00—2.99%	29	37	4	23
3.00% and over	8	10	1	6
Total	78	100%	17	100%

Employee Size and Contributions

Contributions managers also use the ratio of contributions dollars per employee as a guideline in setting budget levels. Overall, the median level of dollars per U.S. employee increased by 14 percent in 1985, from $125 to $142 per person (Chart 4). In five years, the overall median has nearly doubled, from $73 per employee in 1981 to $142 in 1985. The median for companies in the smallest category (fewer than 1,000 employees) decreased by 8 percent between 1984 and 1985. Despite the drop, at $260 per person it remains the highest level of giving—nearly three times as much per person as companies employing over 50,000 people. Medians in four size categories rose by approximately 25 percent: 2,500-4,999, 5,000-9,999, 25,000-49,999, and 50,000 and over.

Chart 4
Contributions per U.S. Employee, 1985
Medians



There is not a consistent pattern in the ratio of contributions to number of employees, although the ratio tends to decrease as the number of employees increases from 2,500 and 25,000 employees.

Geographic Distribution of Contributions

In 1984, The Conference Board reintroduced (after a hiatus of seven years) a question related to the geographic distribution of contributions. The question was repeated for the 1985 Survey. The issue that the question addresses is whether corporations focus on the needs of the particular communities in which they reside or on nationally based organizations or campaigns with broader constituencies. (See box for descriptions of national and local beneficiaries.)

Criteria for Designating an Organization as National or Local
(Suggestions from the Questionnaire)

(1) National programs and institutions were characterized as those with broad focus, such as the American Red Cross, the National Wildlife Fund, the National Urban League, the Council on Foreign Relations. They receive substantial support from outside their geographic regions.

Local institutions were identified as primarily serving the needs of more narrowly defined populations, and were subdivided into two groups:

(2) Headquarters community organizations were those in the *corporation's* headquarters area.

(3) Programs in local communities, other than headquarters, were those in regions in which the corporation has a facility.

In categorizing a gift as national or local, participants were advised to consider their objectives in making the donation: For example, was a gift to an educational program to benefit a specific city in which the company had a presence or to support a national educational goal?

Geographic Distribution of Contributions, 1985

	Foundation Programs		Direct Programs		Total	
	Total Dollars ($ Thousands)	Percent	Total Dollars ($ Thousands)	Percent	Total Dollars ($ Thousands)	Percent
National programs	$180,185	36%	$285,197	38%	$ 465,382	37%
Headquarters community	142,935	28	180,247	24	323,182	26
Local communities other than headquarters	183,322	36	283,873	38	467,195	37
Total	$506,442	100%	$749,317	100%	$1,255,759	100%

Although the majority of corporate donations are directed toward organizations in the corporations' headquarters and plant communities, in 1984 the data showed a marked shift toward national programs, from 32 percent of total contributions in 1978 to 42 percent in 1984. The 1985 data, however, indicate a shrinking of the national portion of corporate contributions budgets, although not back to 1978 levels. Contributions to national organizations and causes represented 37 percent of total giving in 1985, with a slightly higher percentage (38 percent) reported for direct-giving programs than for foundations (36 percent). (See table above.) Giving to headquarters community activities (26 percent) remained the same as in 1984, but giving to nonheadquarters communities increased from 32 to 37 percent of the total. (See Chart 5.) Thus, in 1985, the nonheadquarters communities appear to have gained from a drop in giving to national organizations.

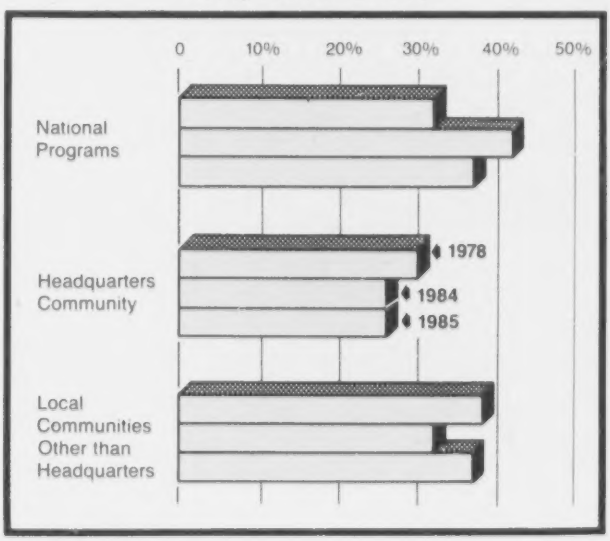
Overseas Giving

Approximately one-third of the participants in the 1985 Annual Survey made charitable contributions overseas. Of the 140 companies indicating that they have overseas giving programs, 95 were able to provide a dollar value for those contributions. These 95 companies reported a total of $108.9 million in aid to programs in foreign countries, about 14 percent more than was reported in 1984. However, more than half of the 1985 overseas contributions were made by a single company. Although 15 companies each gave over $1 million overseas, the median foreign gift was about $100,000.

Major contributors overseas are companies in the electrical machinery and equipment ($63 million), and petroleum and gas industries ($21 million). A number of other industries also have active foreign-giving programs, although on a smaller scale: transportation equipment manufacturers ($6 million); food, beverage and tobacco companies ($5 million); chemical companies ($4.7 million); banks ($3 million); and pharmaceutical companies ($3 million). Overseas giving was reported by companies in every industry category except textiles and apparel, and engineering and construction.

Chart 5

Geographic Distribution of Contributions 1978, 1984 and 1985



Chapter 3

Priorities in Corporate Giving

IN THE LAST FEW YEARS, several new areas of need have come to the attention of the philanthropic community, particularly those served by health and human-service agencies and civic and community groups. Programs aiding the hungry and the homeless, promoting preventive health care, assisting alcohol and drug abusers and their families, encouraging economic development, or establishing job-retraining programs in economically depressed areas are a few of the more visible activities.

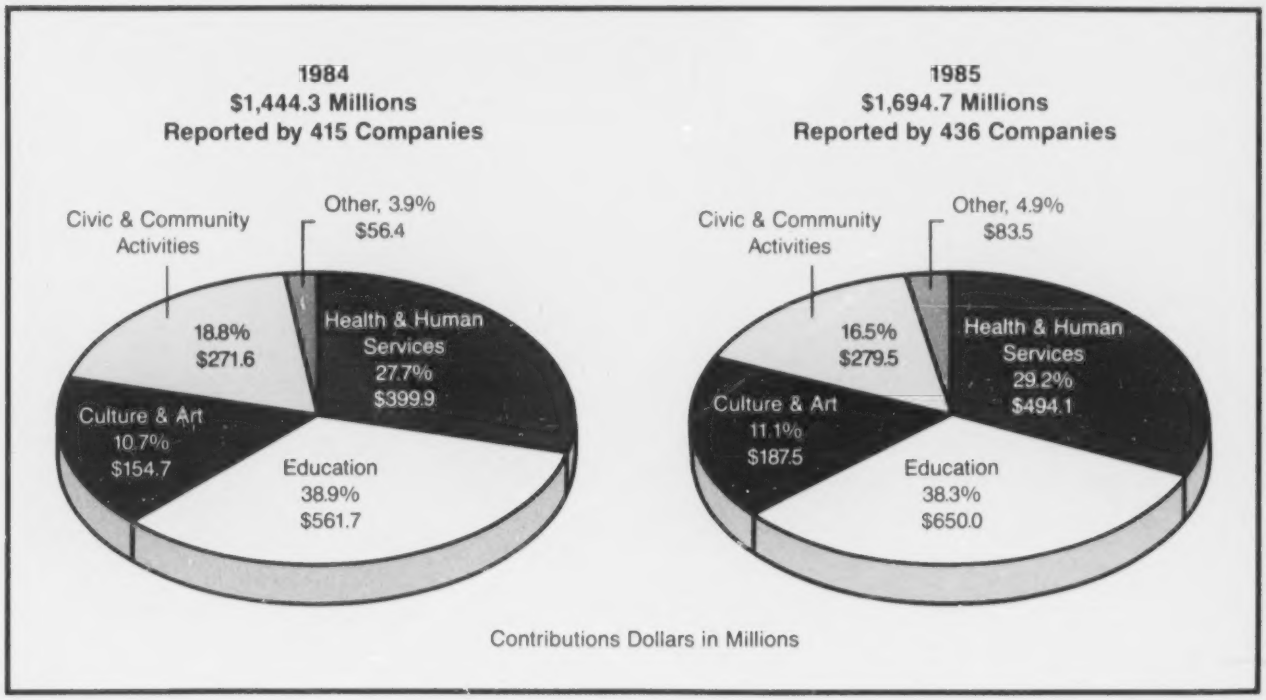
A combination of reduced government funding and a growing population in visible need has prompted many nonprofit groups to turn to alternative (nongovernment) sources of funding. The effect of such an environment on the policies and practices of companies engaged in making charitable contributions has been a recurring question in the analysis of data collected in the Annual Survey over the last several years.

The Conference Board tracks the priorities of corporate charitable giving—both direct-giving programs and corporate foundations—by measuring the share of corporate contributions going to organizations in each of five major categories. (For descriptions and examples of the kinds of organizations in each category, see the box on page 18.)

In 1985, as in previous years, there were no sizable changes in corporate priorities. (See Chart 6.) Changes in category percentages from year to year tend to be small, mainly because of the limitations imposed by the corporate budgeting process. In a given year, the amount of discretionary—uncommitted—funds available to a contributions manager is generally about 10 to 20 percent of the

Chart 6:

Distribution of the Contributions Dollar, 1984 and 1985



Definitions of Terms

The Five Major Categories of Beneficiaries

Health and Human Services

Includes support for national health organizations (such as American Cancer Society, Salk Institute, National Homecaring Council, Memorial Sloan-Kettering Cancer Center); national human-services organizations (such as American Red Cross, National Council on Aging, National Committee for Prevention of Child Abuse, Planned Parenthood of America); national youth organizations, (such as Boys Clubs of America); federated drives such as the United Way; support for hospitals; local youth organizations (such as Boys Clubs, Boy and Girl Scouts, YMCA); and other local health and human-service agencies. Among other things, such organizations are concerned with safety, recreation, family planning, drug abuse, and disaster relief.

Education

Includes support for institutions of higher education, precollege educational institutions, state and local educational fund-raising groups, economic education groups, and education-related organizations. Program support for research projects funded from the contributions budget is included; however, support of contractual university research is generally excluded.

Educational programs such as employee tuition-refund plans are excluded when funded out of the personnel, public relations, or other expense budgets.

Culture and the Arts

Includes visual and performing arts organizations, libraries, museums, cultural centers, arts funds or councils, and the like. Includes support for public radio and television if funded from the contributions budget. Excludes any support funded from expense budgets.

Civic and Community

Includes support for national organizations in public-policy research (such as AEI, Brookings, CED); national community improvement (such as Neighborhood Housing Services, Opportunities Industrialization Centers, Local Initiatives Support Corporation, National Urban League, Center for Community Change); national environment and ecology (such as National Wildlife Fund, National Conservation Foundation, Sierra Club); national justice and law organizations (such as Institute for Civil Justice, National Council on Crime and Delinquency, Legal Defense and Education Funds: NOW, MALDEF, Mountain States); other national organizations (such as Independent Sector, National Executive Service Corps, Population Resource Center); municipal or statewide improvement (such as Governors' Task Forces, Planning Associations, Economic Development Council of NYC); local community improvement organizations (such as neighborhood or community-based groups, housing programs, economic development and employment such as PIC's, Job Training Programs); legal systems and services (such as Legal Aid Societies); local environment and ecology (such as zoos, parks, conservation activities); and other local civic and community organizations. Includes local projects such as transportation, housing, law and order, fire prevention, grants to local and state governments, and support of study groups to resolve social problems.

Other

Includes support for religious activities, U.S. groups whose principal objective is aid in other countries, (such as CARE, IESC, Council on Foreign Relations), and charitable support for special sports or patriotic events (such as Olympics, Statue of Liberty).

total contributions budget. Thus change within categories tends to be evolutionary, not revolutionary.

An important shift did take place in 1985, however, that may mark the reversal of a long-term trend. For the first time in ten years, giving to *health and human-services* agencies increased as a percentage of total contributions—from nearly 28 percent in 1984 to over 29 percent in 1985. (See Chart 7.) Among the matched sample of companies, the change was even more pronounced, from 26 percent to almost 29 percent of total contributions. Total dollars to health and human services organizations increased by 18 percent among matched-sample companies between 1984 and 1985, registering much greater growth than giving to culture and art (11-percent increase), education (3-percent increase) or civic and community groups (5-percent decrease).

Since 1983, groups promoting *civic and community* programs have been the beneficiaries of greater corporate interest, marked by an increase in the proportion of total giving going to those organizations. After ten years of capturing 11 to 12 percent of corporate donations, in 1983 civic and community groups received nearly 15 percent, followed by almost 19 percent in 1984. In 1985, the proportion had slipped to about 17 percent, but remains well above the pre-1983 level. An extraordinarily large gift of property in 1984 had boosted the percentage in that year. Large property gifts continued to be a factor in the amount of corporate contributions going to civic and community groups in 1985. Whether this greater allocation of contributions will be maintained in the future remains an open question.

Giving to *educational institutions* continues to be the major priority of corporate givers. Except for 1982, when contributions to this category peaked at nearly 41 percent, grants to educational programs and organizations have hovered between 37 and 39 percent of total contributions for more than 10 years. In 1985, 38 percent of corporate gifts went to education.

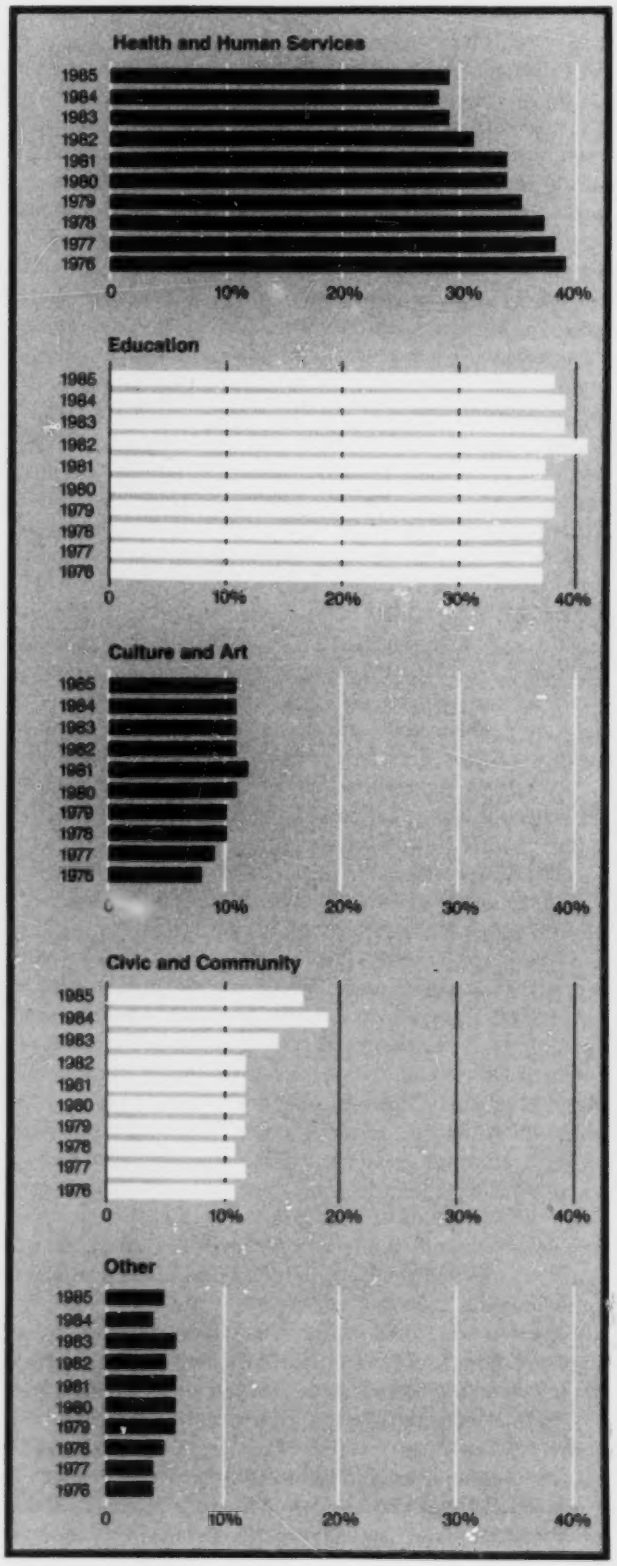
For the fourth year in a row, grants to *cultural and arts* organizations represented 11 percent of total contributions. Since 1978, at least 10 percent of corporate contributions has gone to culture and the arts, compared to 8 percent or less before 1976. Giving to "other" organizations amounted to about 5 percent of total contributions, compared to 4 percent in 1984.

Health and Human Services

Participants in the 1985 Survey reported a total of $494 million in donations to health and human-services organizations, nearly $100 million more than the 1984 total. The median contribution to health and human services was $409,000, an 18-percent increase over the 1984 median, and the largest median of all five categories of beneficiaries in 1985. As a percentage of total contributions, the median of nearly 38 percent for all companies was also the highest of the five categories. Between 1984 and 1985, half of the industries surveyed *increased* the percentage of their total contributions to health and human services. The biggest

Chart 7

Beneficiaries of Corporate Support, 1976-1985



increases were made by telecommunications (from 21 to 31 percent); textiles and apparel (from 16 to 23 percent); and fabricated metal products (from 30 to 37 percent).

Size and Industry Differences

Historically, companies with smaller contributions programs have donated proportionately more of their total giving to health and human services than have companies with larger contributions budgets. In 1985, companies giving less than $500,000 committed a median of nearly 48 percent of their total contributions to health and human services, compared to a median of 28 percent for companies with charitable giving programs over $5 million (Table 15). A quarter of the companies with the smallest budgets gave 60 percent or more to health and human services. The quartiles for health and human-services giving by size of program have remained relatively unchanged for the last five years, except for programs of over $5 million. Quartiles in this largest category have dropped 2 to 4 percentage points since 1981.

There are pronounced industry differences in giving to health and human services. Service companies donated 35 percent of their total contributions (and a median of over 43 percent) to this purpose, compared to a total of 27 percent (and a median of less than 33 percent) for manufacturers. The highest median percentages were found mainly in service industries: transportation (56 percent), retail and wholesale trade (50 percent), utilities (45 percent), and banking (44 percent). Two manufacturing industries reported median percentages greater than 40 percent: primary metals (45 percent) and stone, clay and glass (43 percent). (See Table 17 for quartiles for all industries.)

Although manufacturing companies give a much smaller median percentage of their total contributions to health and human-services agencies, the median dollar value of manufacturers' grants to this category is considerably larger than the service companies' median — $568,000 compared to $286,000. Four industries (three manufacturing and one nonmanufacturing) had median health and human-services budgets of over $1 million: petroleum and gas ($2.2 million), pharmaceuticals ($1.3 million), food, beverage and tobacco ($1.2 million), and telecommunications ($1 million). The largest contributions to health and human services were reported by electrical equipment and machinery manufacturers ($65 million), petroleum and gas companies ($61 million), food, beverage and tobacco companies ($54 million), chemical companies ($42 million), banks ($39 million), and retail and wholesale trade ($33 million).

Contributions to health and human services reported by all companies in 1985 amounted to 29 percent of total giving. But companies in four industries gave 40 percent or more of their total contributions to this category: retail and wholesale trade (44 percent), utilities (43 percent), food, beverage and tobacco (41 percent), and banks (40 percent). All of these industries gave more to health and human services than to any other category. Despite these sizable shares, most industries over the last ten years have sharply reduced the proportion of their total giving directed towards health and human-services programs. In 1976, 52 percent of all contributions by service companies went to this category, compared to the 35 percent in 1985. The sharpest drops among service companies took place among finance companies (from 49 to 22 percent), insurance (from 48 to 26 percent), retail and wholesale trade (from 65 to 44 percent), and telecommunications (from 49 to 31 percent).

During the same time period, the decline in the share going to health and human services among manufacturers was much less severe—from 33 to 27 percent. The biggest changes occurred in transportation equipment companies (from 44 to 22 percent) and stone, clay and glass manufacturers (from 35 to 20 percent). Only two manufacturing industries donated a greater percentage to health and human services in 1985 than they did in 1976—food, beverage and tobacco (from 33 to 41 percent) and pharmaceuticals (from 27 to 33 percent), both of which make a sizable portion of their contributions in the form of product rather than cash.

Federated Campaigns

Between 1976 and 1984, corporate contributions to United Ways and other federated campaigns represented a steadily shrinking proportion of total giving, from 22 percent in 1976 to 13 percent in 1984. In 1985, however, corporate grants to federated campaigns increased from $194 million in 1984 to $249 million—nearly 15 percent of total gifts. The median contribution to federated campaigns grew by more than 30 percent from $179,000 (in 1984) to nearly $235,000 (in 1985). (See the table below.)

In 1984, The Conference Board began collecting information that distinguished between United Way and other federated campaign giving. Contributions to United Ways in 1985 accounted for 98 percent of all federated giving, down slightly from 99 percent in 1984. The median grant to United Way was $232,000, compared to $14,000 to other federated drives. Some industries reported higher percentages to non-United Way campaigns than the 2 percent of all federated giving recorded for all survey respondents: engineering and construction (43 percent), pharmaceuticals (11 percent), and textiles and apparel (11 percent); and chemicals, fabri-

Median Contribution to Federated Campaigns—Companies Grouped by Dollar Size of Program

Program Size	*Number of Companies*	*Median Contribution to Federated Campaigns*
Less than $500,000	114	$ 64,628
$500,000 to $1 million	76	171,619
$1 million to $5 million	156	361,023
$5 million and over	78	1,334,108
All Companies	424	$ 234,841

Contributions to Federated Campaigns and Other Health and Human Services Agencies

Industrial Classification	*Total Giving to All Health and Human Services Agencies ($ Thousands)*	*Federated Giving as Percent of Total*	*Giving to Other Health and Human Services as Percent of Total*
Chemicals	$ 41,691	45%	55%
Electrical machinery and equipment	65,243	61	39
Fabricated metals products	3,553	58	42
Food, beverage and tobacco	53,831	20	80
Machinery, nonelectrical	10,941	59	41
Mining	624	43	57
Paper and like products	7,041	63	37
Petroleum and gas	61,232	49	51
Pharmaceuticals	27,167	28	72
Primary metal industries	8,424	55	45
Printing and publishing	6,255	24	76
Rubber and miscellaneous plastics	3,628	58	42
Stone, clay and glass products	3,207	60	40
Textiles and apparel	918	44	56
Transportation equipment	34,285	59	41
Total: Manufacturing	$328,040	46%	54%
Banking	38,992	62	38
Business services	3,026	40	60
Engineering and construction	494	46	54
Finance	1,764	34	66
Insurance	31,825	54	46
Retail and wholesale trade	32,987	54	46
Telecommunications	29,413	69	31
Transportation	2,538	52	48
Utilities	25,032	57	43
Total: Nonmanufacturing	$166,071	59%	41%
Total: All Companies	$494,111	50%	50%

cated metals, nonelectrical machinery, and business services all gave 6 percent of their federated giving to non-United Way campaigns.[1]

The median contribution per employee to federated campaigns increased from $26 in 1984 to $29 in 1985. (See Chart 9.) The leading industries in this comparison (based on median dollars per employee) are banking ($53 per person) and insurance ($42 per person). On the whole, service companies ($39) had a higher median than manufacturers ($21).

Giving to federated campaigns appears to play a much more prominent role in the contributions programs of service companies. In the aggregate, 20 percent of all contributions made by nonmanufacturers went to federated campaigns, compared to 12 percent for manufacturers. (See Table 18.) Three industries donated nearly a quarter of their total contributions to federated campaigns: banking, retail and wholesale trade, and utilities. Among manufacturers, three industries reported totals amounting to one-fifth of their entire contributions: nonelectrical machinery, fabricated metals, and primary metals. Two-thirds of the reporting industries increased the share of their total contributions going to federated drives between 1984 and 1985, most between 2 and 4 percent. The largest increase was among telecommunications companies, which contributed 21 percent of their total giving in 1985, compared to over 14 percent in 1984.

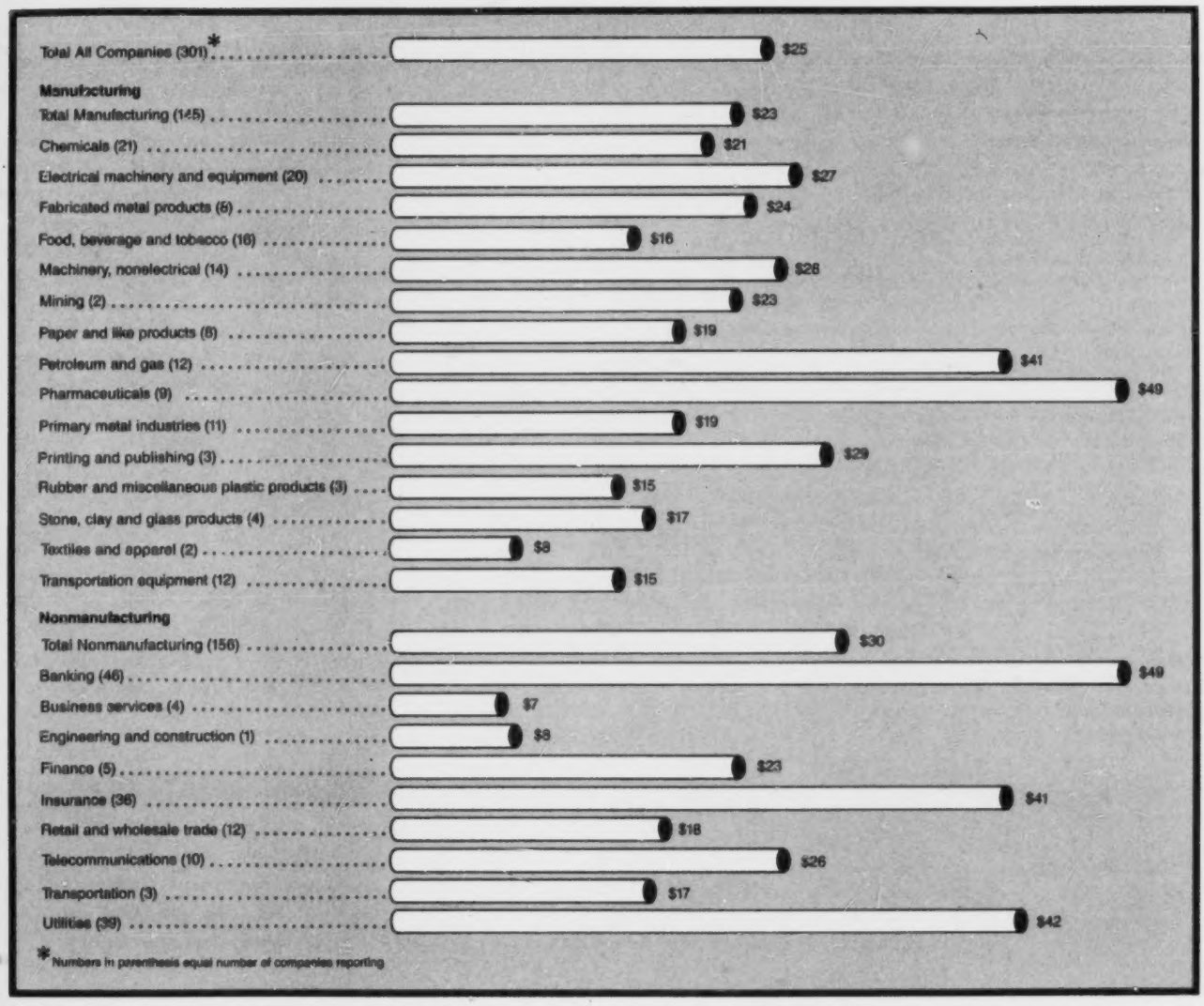
Half of all contributions to health and human-services organizations in 1985 were made to federated campaigns, the highest proportion in five years. Several industries made nearly two-thirds or more of their contributions to health and human services via United Way or other federated groups: telecommunications (69 percent), paper (63 percent), bank-

[1]For a discussion of corporate practices toward giving to federated campaigns, see Kathryn Troy, *Meeting Human Needs: Corporate Programs and Partnerships.* The Conference Board, Report No. 881, 1986.

Chart 8:

Contributions per Employee to Federated Campaigns, 1985

Sum Divided by Sum



ing (61 percent), electrical machinery and equipment (61 percent), and stone, clay and glass (61 percent). On the other hand, food, beverage and tobacco companies (20 percent), printing and publishing firms (24 percent), and pharmaceutical companies (28 percent) rely much less on federated campaigns and make more grants to agencies and programs not affiliated with a federated drive. (See table on page 21.)

Education

Since 1978, more corporate dollars have gone to education than to any other category of beneficiary. In 1985, participants in the Annual Survey reported a total of $650 million in charitable contributions to educational institutions and programs—38 percent of total giving. Approximately 16 percent of those contributions were in the form of company product, especially from firms in the electrical equipment and machinery industry. Among the matched sample of companies, giving to education grew a total of 3 percent, with a median change of 7 percent—the slowest growth rate and the lowest median change of all the categories of giving.

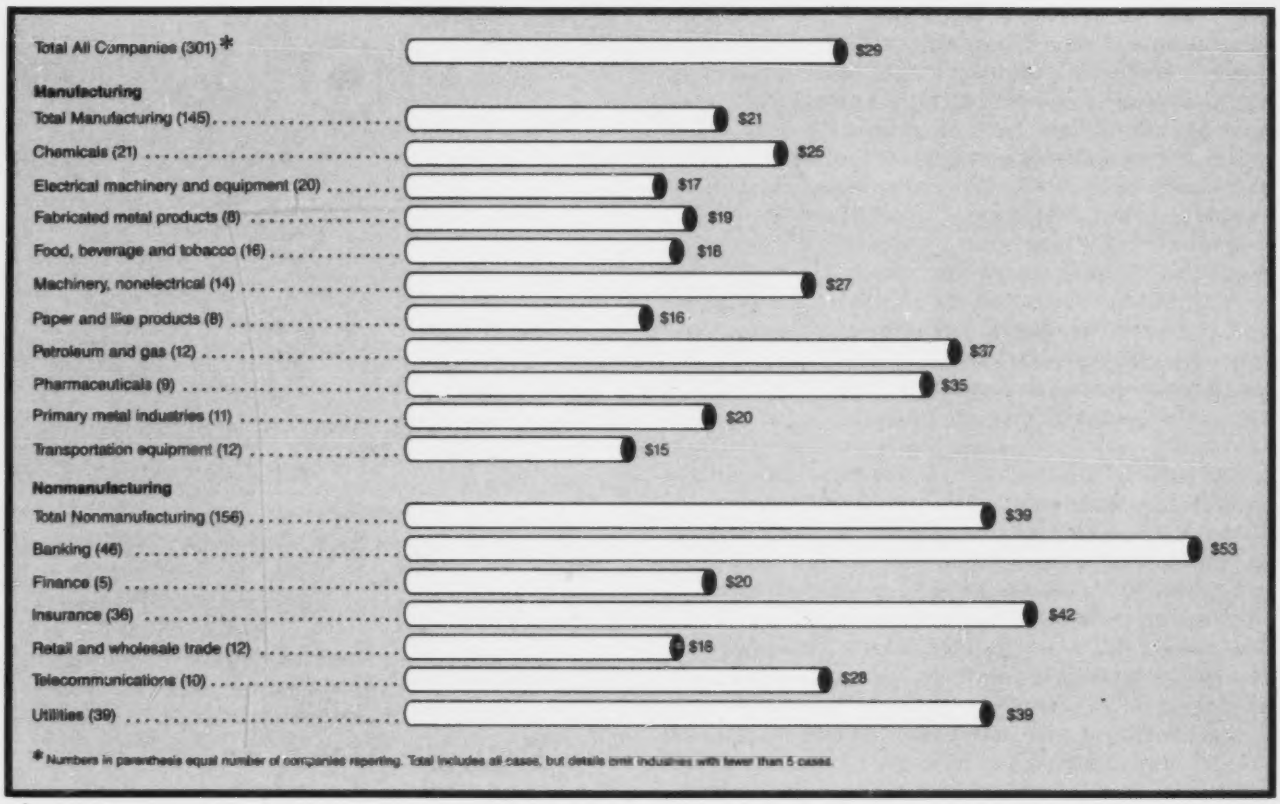
Historically, larger companies have given proportionally more to education than have smaller companies. In 1985, the median percent to education for companies with contributions programs of over $5 million was 36 percent, compared to a median of 21 percent for companies with budgets of under $500,000. Most quartiles in all size categories were slightly lower than they had been in 1984. (See Table 15.)

For the last three years, the median contribution to education for all companies has remained at 29 percent. Manufacturing companies, however, have consistently devoted more of their contributions programs to education than

Chart 9

Contributions per Employee to Federated Campaigns, 1985

(Excludes industries with fewer than five cases)
Medians



have service companies. In 1985, manufacturers gave a median of 35 percent of total contributions to education, compared to 24 percent for nonmanufacturers. (See Table 17 for quartiles for all industries.) The median dollar value of grants to education was $619,000 among manufacturing firms, a 38-percent increase over the 1984 median, and triple the size of the median gift to education among service companies ($207,000) in 1985. Five industries reported medians of over $1 million to educational beneficiaries: petroleum and gas ($2.8 million), pharmaceuticals ($1.5 million), electrical equipment and machinery ($1.2 million), chemicals ($1.2 million), and telecommunications ($1.1 million).

In total, manufacturing companies also report a greater share of contributions to education than do service companies. Forty-three percent of all manufacturing charitable dollars went to education, compared to twenty-six percent of service companies' giving. Companies in five industries gave over 40 percent of their total contributions to education: electrical machinery and equipment (58 percent), petroleum and gas (47 percent), business services (47 percent), chemicals (45 percent), and primary metals (41 percent). (See Table 18.) Companies in six manufacturing industries and three service industries gave more to education than to any other beneficiary.

Over the last ten years, a number of industries have made sizable changes in the share of their total giving directed toward educational beneficiaries. Companies in the telecommunications industry have increased giving to education from 25 percent in 1976 to 39 percent in 1985; printing and publishing firms from 27 percent to 37 percent; and companies in electrical equipment and machinery, primary metals, banking, and business services all added 5 percent to education's share between 1976 and 1985. On the other hand, educational contributions of pharmaceutical companies dropped from 43 to 28 percent; insurance companies went from 30 to 19 percent; and food, beverage and tobacco companies, fabricated metals manufacturers and transportation companies all cut back between 6 and 8 percent on the share of giving to education during the same time period.

Manufacturing companies reported total contributions to educational organizations of over half a billion dollars in 1985. Four industries donated more than $50 million: electrical equipment and machinery ($164 million), petroleum and gas ($132 million), chemicals ($67 million), and transportation equipment manufacturers ($53 million). Service companies gave nearly $125 million in total, with the largest total gifts from the telecommunications ($37 million) and banking ($25 million) industries.

Culture and the Arts

Corporate contributions to cultural and arts organizations have represented approximately 11 percent of total giving since 1980, and continued to do so in 1985, when respondents reported $188 million in charitable donations to the arts. Among the matched sample of participants, contributions to this category grew by a total and a median of 11 percent between 1984 and 1985.

The median dollar value of giving to the arts for all 1985 participants was $120,000, a 35-percent increase over the 1984 median. Four industries, however, reported substantially larger medians: telecommunications ($911,000), petroleum and gas ($736,000), food, beverage and tobacco ($548,000), and printing and publishing ($398,000). The largest total dollars to cultural and arts organizations were donated by petroleum and gas companies ($38 million), electrical equipment and machinery manufacturers ($24 million), banks ($17 million), and food, beverage and tobacco companies ($16 million).

Nonmanufacturers set aside a higher proportion of their total contributions for cultural programs than do manufacturers. In 1985, 14 percent of contributions made by service companies went to arts organizations, compared to 10 percent of manufacturers' donations. Among the industries for which giving to the arts is an important priority are: stone, clay and glass (22 percent), retail and wholesale trades (19 percent), printing and publishing (19 percent), and banking (17 percent). (See Table 18.)

Since 1976, the share of total contributions to cultural and arts beneficiaries has grown most strongly among service companies, which increased the proportion going to the arts from 8 to 14 percent of total giving. Four industries in particular made major changes—retail and wholesale trades (from 10 to 19 percent), financial service companies (from 5 to 13 percent), utilities (from 5 to 12 percent), and telecommunications (from 7 to 14 percent).

Civic and Community Activities

Contributions to civic and community activities in 1985 totaled $280 million, nearly identical with the $272 million reported by respondents in 1984. Among the matched sample of companies reporting in both years, total contributions to this category actually declined by almost 5 percent. However, the decrease is most likely explained by the exceptionally high level of contributions in this category in 1984 caused by one extraordinarily large gift of property. The *median* percent change among matched-sample companies was an increase of nearly 10 percent.

The median gift to civic and community beneficiaries was $131,000, a 39-percent increase over the 1984 median. Markedly larger medians occurred in several industries: petroleum and gas ($1.1 million), telecommunications ($959,000), printing and publishing ($469,000), and transportation equipment ($427,000). The leading contributors to this category, in terms of total dollars donated, were insurance companies ($52 million), transportation equipment manufacturers ($48 million), and petroleum and gas companies ($45 million).

Giving to civic and community groups represented nearly 17 percent of total contributions in 1985. Among service companies, giving in this category accounted for more than one-fifth of total donations, compared to 15 percent for manufacturers. Four industries reported that one-third or more of their total contributions went to civic and community beneficiaries: insurance (43 percent), stone, clay and glass (39 percent), transportation (33 percent), and transportation equipment (32 percent). The median for all companies was 11.5 percent, approximately the same as 1984, but considerably higher than the median of 8 percent five years ago. Higher medians were reported by companies in financial services (25 percent), telecommunications (16 percent), paper (16 percent), insurance (16 percent), printing and publishing (15 percent), and banking (15 percent).

Major changes in the priority attached to grants to civic and community groups have occurred during the last ten years—mainly among service companies. Insurance companies have increased the proportion of total contributions to such activities from 10 percent in 1976 to 43 percent in 1985, financial services from 8 to 20 percent, and transportation companies from 23 to 33 percent. Among manufacturers, transportation equipment companies gave 10 percent in 1976 and 32 percent in 1985; contributions by stone, clay and glass companies grew from 8 percent in 1976 to 39 percent in 1985, but the change was an abrupt one between 1984 and 1985, which may indicate one very large gift, rather than a shift in policy toward more giving to civic and community activities in general.

"Other" Organizations

Contributions to "other" beneficiaries increased substantially in 1985, from $56 to nearly $84 million. Among the matched sample of companies reporting in both 1984 and 1985, contributions in this category grew a total of 39 percent, compared to a 38-percent *decline* the previous year; the median percent change was 13 percent, the fastest growth rate among all five categories. However, in years when the "short form" of the questionnaire is used to collect data for the Annual Survey, as it was in 1985, contributions to "other" beneficiaries tend to increase as a percent of the total. This may reflect the tendency of respondents to place in the "other" category any grants that they cannot easily identify as belonging to any of the four major categories. Although every attempt is made to locate and correctly identify these amounts during the questionnaire cleaning process, not all of them may have been found, and such hidden amounts inflate the category total.

The median dollar value of contributions in this category was $46,000, double the 1984 median. Pharmaceutical companies, (which historically have donated a large share of total contributions to U.S. groups providing aid overseas)

Distribution of Corporate Contributions by Headquarters Region, 1985[a]

Region	Number of Companies	Total Contributions ($ millions)	Health and Human Services	Education	Culture and Art	Civic and Community	Other
New England (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut)	47	$ 157.9	24.5%	47.3%	10.5%	11.3%	6.4%
Mid-Atlantic: (New York, New Jersey)	73	551.2	26.5	37.5	13.3	18.1	4.5
Industrial Heartland: (Pennsylvania, Ohio, Michigan, Indiana, Illinois, Wisconsin)	128	457.3	29.9	35.0	7.0	21.0	6.6
Southeast: (Delaware, Maryland, Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi)	67	137.2	30.8	42.2	10.1	10.7	6.1
Breadbasket: (Minnesota, Iowa, Missouri, Kansas, Nebraska, South Dakota, North Dakota)	37	130.8	36.0	30.3	17.4	14.1	2.3
Southwest: (Arkansas, Louisiana, Texas, Oklahoma)	35	69.2	28.4	47.3	9.4	11.3	3.5
Mountain States: (Montana, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Idaho)	7	5.1	39.3	32.5	12.5	12.8	2.8
Pacific (Washington, Oregon, California, Alaska, Hawaii)	42	186.1	32.9	41.2	10.6	12.9	2.4
Total	436	$1,694.7	29.2%	38.3%	11.1%	16.5%	4.9%

[a]Total for a region may not add to 100 percent due to rounding.

reported a median of $232,000. Other industries with large median gifts to other beneficiaries were food, beverage and tobacco companies ($307,000) and transportation equipment manufacturers ($227,000).

The median percent of contributions to other beneficiaries was nearly 4 percent in 1985, compared to just over 2 percent in 1984. Medians of 6 percent or more were found in several industries, pharmaceuticals (9 percent), business services (6 percent), paper (6 percent), and transportation equipment (6 percent). In total dollars to other beneficiaries leading industries were chemicals ($15 million), pharmaceuticals ($13 million), and electrical machinery and equipment ($12 million). Nearly 5 percent of all contributions reported in 1985 went to other beneficiaries, but pharmaceutical companies reported 16 percent, chemical companies, 10 percent, and financial services, 9 percent.

Regional Differences

In the 1986 edition of the Annual Survey, The Conference Board began an analysis of regional corporate contributions practices, with companies grouped by their headquarters location. (The contributions data collected by the Board are consolidated figures, usually reported by a headquarters-level contributions officer. In the case of a company with decentralized facilities in different areas of the country disbursing contributions grants separately, the headquarters contributions officer collects the information from each facility and reports a total for the company to the Board. The table above shows the totals for companies *headquartered* in each region. It does not necessarily indicate that the contributions were made to organizations residing in a particular region. For an analysis of contributions according to the

geographic location of donee organizations in relation to the geographic location of the company, see the discussion in Chapter 2 on pages 15 and 16.)

Pronounced regional differences, first noted in the 1984 data, continue to exist in 1985. For example:

- Companies headquartered in the Mid-Atlantic region (New York and New Jersey) reported the largest median contributions budgets ($3.3 million compared to $1.2 million nationally); and the highest total contributions. Seventy-three companies gave a total of $551 million—17 percent of participants reporting 32 percent of all contributions.
- Companies from the Breadbasket states again led in the ratio of contributions to U.S. pretax income, with a median of 1.6 percent, compared to 1.2 percent nationally.
- Companies headquartered in New England and the Southwest gave nearly half of their total contributions to educational institutions, as against a share of 38 percent nationally.
- The Mountain states and the Breadbasket states were the headquarters of companies that donated well over a third of their total contributions to health and human-services organizations, compared to 29 percent nationally. Companies located in both those regions gave more to health and human services than to any other category (all other regions gave more to education).
- Companies based in the Pacific states gave a greater percentage of their total contributions to federated campaigns than did companies in other parts of the country—nearly 19 percent compared to approximately 15 percent nationally.
- Companies from the Breadbasket states, particularly those headquartered in Minnesota, gave a larger proportion of total contributions to cultural and arts organizations (17 percent) than did other companies. This figure contrasted sharply with the 7 percent of total contributions going to the arts from companies in the Industrial Heartland.
- A large share of total contributions went to civic and community organizations from companies based in the Industrial Heartland, which donated 21 percent to such activities, compared to 16.5 percent nationally.

Table 1: Corporate Contributions and Corporate Income Before and After Taxes[1]

Year	Contributions: Amount ($ Millions)	Income[3] before Taxes ($ Millions)	As Percent of Income before Taxes	Income[3] after Taxes ($ Millions)	As Percent of Income after Taxes
1936	$ 30	$ 7,900	0.38%	$ 4,900	0.61%
1937	33	7,900	0.42	5,300	0.62
1938	27	4,100	0.65	2,900	0.93
1939	31	7,200	0.43	5,700	0.54
1940	38	10,000	0.38	7,200	0.53
1941	58	17,900	0.32	10,300	0.56
1942	98	21,700	0.45	10,300	0.95
1943	159	25,300	0.63	11,200	1.42
1944	234	24,200	0.97	11,300	2.07
1945	266	19,800	1.34	9,100	2.92
1946	214	24,800	0.86	15,700	1.36
1947	241	31,800	0.76	20,500	1.18
1948	239	35,600	0.67	23,200	1.03
1949	223	29,200	0.76	19,000	1.17
1950	252	42,900	0.59	25,000	1.01
1951	343	44,500	0.77	21,900	1.57
1952	399	39,600	1.01	20,200	1.98
1953	495	41,200	1.20	20,900	2.37
1954	314	38,700	0.81	21,100	1.49
1955	415	49,200	0.84	27,200	1.53
1956	418	49,600	0.84	27,600	1.51
1957	419	48,100	0.87	26,700	1.57
1958	395	41,900	0.94	22,900	1.72
1959	482	52,600	0.92	28,900	1.67
1960	482	49,800	0.97	27,100	1.78
1961	512	49,700	1.03	26,900	1.90
1962	595	55,000	1.08	31,100	1.91
1963	657	59,600	1.10	33,400	1.97
1964	729	66,500	1.10	38,500	1.89
1965	785	77,200	1.02	46,300	1.70
1966	805	83,000	0.97	49,400	1.63
1967	830	79,700	1.04	47,200	1.76
1968	1,005	88,500	1.13	49,400	2.03
1969	1,055	86,700	1.22	47,200	2.24
1970	797	75,400	1.06	41,300	1.93
1971	865	86,600	1.00	49,000	1.76
1972	1,009	100,600	1.00	58,900	1.71
1973	1,174	125,600	0.93	76,600	1.53
1974	1,200	136,700	0.88	85,100	1.41
1975	1,202	132,100	0.91	81,500	1.47
1976	1,487	166,300	0.89	102,500	1.45
1977	1,791	200,400	0.89	127,400	1.41
1978	2,084	233,500	0.89	150,000	1.39
1979	2,288	257,200	0.89	169,200	1.35
1980	2,359	237,100	0.99	152,300	1.55
1981	2,514	226,500	1.11	145,400	1.73
1982	2,906	169,600	1.71	106,500	2.73
1983	3,627	207,600	1.75	130,400	2.78
1984	4,000(est.)[2]	235,700	1.70	140,300	2.85
1985	$4,400(est.)[2]	$223,200	1.97	$131,400	3.35

[1]Reflects total consolidated corporate income before and after taxes.

[2]From Council for Financial Aid to Education.

[3]The income figures on this table have been adjusted to coincide with recently updated data issued by the Department of Commerce. Thus, some of the figures in the income columns, and the ratios based upon them, will differ slightly from those published here previously.

Note: Figures in this table reflect contributions and income of *all* U.S. corporations. Figures in all other tables in this report are based solely on responses by survey participants.

Sources: Department of Commerce, Internal Revenue Service.

Table 2: Contributions as a Percent of Pretax Income, Quartiles, 1977 to 1985[1]

	Contributions as a Percent of U.S. Income			Contributions as a Percent of Worldwide Income		
	Lower Quartile	*Median*	*Upper Quartile*	*Lower Quartile*	*Median*	*Upper Quartile*
1977	0.36%	0.67%	1.32%	0.35%	0.61%	1.05%
1978	0.36	0.66	1.20	0.34	0.58	0.98
1979	0.40	0.69	1.15	0.36	0.50	1.00
1980	0.40	0.73	1.34	0.37	0.66	1.16
1981	0.40	0.81	1.47	0.40	0.72	1.23
1982	0.54	1.13	1.85	0.53	0.99	1.62
1983	0.63	1.12	1.97	0.52	0.94	1.65
1984	0.56	1.03	1.88	0.53	0.85	1.54
1985	0.63	1.18	2.04	0.58	0.99	1.60

[1]In each table using medians or quartiles, the data for each group (e.g., an industry class, an asset or income-size group) are placed in rank order from the lowest to the highest value, and divided into quarters. The first quartile is 25 percent of the way from the bottom number in the ranking; the median is the middle value in the ranking; and the third quartile is then 75 percent of the way between the lowest and the highest value. The "total" line on each table provides the quartiles (or median) for all of the companies included in that table.

Table 3: Structure of Corporate Contributions, 1983-85
(millions of dollars)

	1985	*1984*	*1983*
Total company contributions	$1,666.5 (423)	$1,448.9 (404)	$1,250.7 (484)
Less: Grants to company foundations	614.0 (182)	562.2 (157)	435.7 (159)
Other company contributions	1,052.5 (395)	886.7 (388)	815.0 (461)
Plus: Contributions by company foundations	658.4 (256)	569.2 (230)	553.0 (270)
Total corporate contributions	$1,710.9 (439)	$1,455.9 (422)	$1,368.0 (503)

(Numbers in parentheses are counts of non-zero answers.)

Table 4: Relationship of Foundation Payouts to Pay-ins, 1983-85
(millions of dollars)

	1985	*1984*	*1983*
Grants to company foundations	$614.0	$562.2	$435.7
Contributions by company foundations	658.4	569.2	553.0
Payouts less pay-ins	$ 44.4	$ 7.0	$117.3
Percent payouts exceeded pay-ins	7.23%	1.25%	26.92%

Table 5: Flow of Funds Into and Out of Company Foundations, 1983 to 1985

	1985		1984		1983	
	Number of Companies	Percent of Total	Number of Companies	Percent of Total	Number of Companies	Percent of Total
Pay-ins equal to payouts	25	9%	16	7%	7	2%
Pay-ins less than payouts	162	60	143	59	187	69
Pay-ins greater than payouts	82	30	84	34	78	29
Total [a]	269	100%	243	100%	272	100%

[a]Totals may not add to 100 percent due to rounding.

Table 6: Contributions as a Percent of Pretax Income, 1985—
Companies Grouped by Rate of Giving

Contributions as Percent of Pretax Income	U.S. Pretax Income					
	All Companies	Manufacturing	Banking	Insurance[1]	Utilities and Telecommunication	Other Service
	(Number of Companies)[2]					
0- .24%	30	6	—	3	20	1
.25- .49	39	7	2	2	25	3
.50- .74	38	15	5	7	7	4
.75- .99	38	18	8	4	1	7
1.0-1.49	84	46	25	5	1	7
1.5-1.99	42	26	7	3	2	4
2.0-2.99	25	18	3	2	1	1
3.0-3.99	22	17	2	1	—	2
4.0-4.99	13	7	2	2	—	2
5.0 and over	31	17	3	7	2	2
Total	362	177	57	36	59	33

Contributions as Percent of Pretax Income	Worldwide Pretax Income					
	All Companies	Manufacturing	Banking	Insurance[1]	Utilities and Telecommunication	Other Service
	(Number of Companies)[3]					
0- .24%	34	8	—	3	20	3
.25- .49	53	18	2	2	25	6
.50- .74	56	28	7	9	7	5
.75- .99	62	35	13	4	2	8
1.0-1.49	89	49	23	5	2	10
1.5-1.99	31	19	5	3	3	1
2.0-2.99	27	19	4	3	—	1
3.0-3.99	19	13	3	1	1	1
4.0-4.99	6	1	1	2	—	2
5.0 and over	26	13	2	7	1	3
Total	403	203	60	39	61	40

[1]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax income of corporations generally.

[2]12 loss companies excluded.

[3]13 loss companies excluded.

Table 7A: Contributions as a Percent of U.S. Pretax Income, 1985
Companies Grouped by Industry Class[1]

Industrial Classification	Number of Companies	U.S. Pretax Income (Sum) ($ Millions)	Contributions (Sum) ($ Thousands)	U.S. Pretax Income (Median) ($ Thousands)	Contributions (Median) ($ Thousands)	Percent of Contributions to U.S. Pretax Income (Median)
Chemicals	22	$ 5,362	$ 109,847	$ 118,477	$2,420	1.35%
Electrical machinery and equipment	28	13,967	285,342	86,200	4,429	3.02
Fabricated metal products	8	400	5,350	34,636	455	0.93
Food, beverage and tobacco	20	9,398	127,523	315,805	5,525	1.48
Machinery, nonelectrical	13	1,228	17,756	89,654	726	1.25
Mining	3	153	2,832	*	*	*
Paper and like products	13	1,445	20,644	88,110	1,293	1.10
Petroleum and gas	15	10,673	199,597	809,090	8,574	1.53
Pharmaceuticals	10	3,909	73,622	455,309	6,118	1.34
Primary metal industries	12	1,712	9,220	53,398	562	1.11
Printing and publishing	7	1,184	17,307	191,907	2,144	1.55
Rubber and miscellaneous plastic products	3	473	6,923	*	*	*
Stone, clay and glass products	6	568	14,204	63,389	1,212	2.31
Textiles and apparel	2	54	3,424	*	*	*
Transportation equipment	15	12,561	153,068	291,000	2,961	1.23
Total: Manufacturing	177	$ 63,086	$1,046,660	$ 122,453	$2,130	1.44%
Banking	57	6,382	91,429	56,869	823	1.26
Business services	3	500	4,620	*	*	*
Engineering and construction	3	120	2,414	*	*	*
Finance	4	1,079	6,630	*	*	*
Insurance[2]	36	4,886	110,472	45,099	607	1.18
Retail and wholesale trade	18	4,914	74,180	141,358	1,748	1.07
Telecommunications	8	8,606	38,723	1,111,550	3,935	0.51
Transportation	5	265	5,071	25,911	240	0.91
Utilities	51	17,410	54,357	233,029	609	0.30
Total: Nonmanufacturing	185	$ 44,161	$ 387,897	$ 104,018	$ 804	0.93%
Total: All Companies	362	$107,247	$1,434,557	$ 111,250	$1,168	1.18%

[1]Loss companies excluded.

[2]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax income of corporations generally.

*Industries with fewer than 5 cases are excluded.

Table 7B: Contributions as a Percent of Worldwide Pretax Income, 1985
Companies Grouped by Industry Class[1]

Industrial Classification	Number of Companies	Worldwide Pretax Income (Sum) ($ Millions)	Contributions (Sum) ($ Thousands)	Worldwide Pretax Income (Median) ($ Thousands)	Contributions (Median) ($ Thousands)	Percent of Contributions to Worldwide Pretax Income (Median)
Chemicals	26	$ 9,632	$ 126,497	$ 148,350	$1,827	1.07%
Electrical machinery and equipment	31	21,726	289,844	135,843	3,500	1.62
Fabricated metal products	9	602	5,670	49,749	426	0.79
Food, beverage and tobacco	22	11,767	129,311	344,100	5,158	1.15
Machinery, nonelectrical	18	1,742	24,282	77,290	743	1.09
Mining	3	168	2,832	*	*	*
Paper and like products	14	1,816	22,335	140,351	1,307	1.20
Petroleum and gas	19	37,042	282,005	797,000	9,414	0.73
Pharmaceuticals	11	6,110	74,989	756,700	5,607	0.98
Primary metal industries	13	2,105	11,742	60,600	622	1.09
Printing and publishing	10	1,789	21,819	206,671	1,936	1.32
Rubber and miscellaneous plastic products	3	556	6,923	*	*	*
Stone, clay and glass products	6	750	14,204	103,467	1,212	1.53
Textiles and apparel	3	76	3,787	*	*	*
Transportation equipment	15	15,432	153,068	386,500	2,961	0.97
Total: Manufacturing	203	$111,312	$1,169,309	$ 159,000	$2,058	1.11%
Banking	60	9,074	100,729	65,863	833	1.12
Business services	6	1,188	7,709	184,868	639	0.77
Engineering and construction	3	201	2,414	*	*	*
Finance	4	1,443	6,630	*	*	*
Insurance[2]	39	5,471	115,240	64,606	680	1.04
Retail and wholesale trade	19	5,232	74,480	132,544	1,584	0.90
Telecommunications	9	11,203	76,938	1,651,000	6,200	0.53
Transportation	8	495	8,190	54,645	478	0.92
Utilities	52	17,650	55,241	263,263	618	0.31
Total: Nonmanufacturing	200	$ 51,958	$ 447,572	$ 106,281	$ 816	0.89%
Total: All Companies	403	$163,270	$1,616,880	$ 132,885	$1,176	0.99%

[1]Loss companies excluded.

[2]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax income of corporations generally.

*Industries with fewer than 5 cases are excluded.

Table 8A: Charitable Contributions of 75 Largest Donors as a Percent of U.S. and Worldwide Pretax Income, 1985

Company Rank	Contributions[1] (dollars)	U.S. Pretax Income[2] ($ Thousands)	Contributions as Percent of U.S. Pretax Income	Worldwide Pretax Income[2] ($ Thousands)	Contributions as Percent of Worldwide Pretax Income
1	$104,900,000	$ 6,000,000	1.73%	$11,600,000	0.90%
2	87,693,500	3,700,000	2.38	4,600,000	1.90
3	60,063,000	2,600,000	2.29	9,500,000	0.63
4	51,776,443	400,000	13.08	400,000	11.83
5	40,801,933	n.a.	n.a.	400,000	9.17
6	38,215,263	n.a.	n.a.	2,500,000	1.50
7	34,770,777	3,300,000	1.04	3,600,000	0.98
8	31,101,853	1,700,000	1.86	4,800,000	0.65
9	29,423,231	1,400,000	2.08	1,900,000	1.59
10	27,200,000	1,000,000	2.63	3,600,000	0.75
11	26,550,000	400,000	6.27	900,000	2.95
12	25,394,198	600,000	3.94	800,000	3.35
13	25,207,073	800,000	3.26	1,100,000	2.30
14	23,678,000	1,900,000	1.23	3,800,000	0.62
15	23,227,600	1,500,000	1.52	1,700,000	1.40
16	20,026,070	n.a.	n.a.	2,700,000	0.73
17	19,924,773	50,000	40.66	4,300,000	0.46
18	18,375,000	n.a.	n.a.	n.a.	n.a.
19	18,352,545	500,000	3.50	500,000	3.50
20	16,749,622	900,000	1.91	900,000	1.91
21	16,139,000	900,000	1.84	1,000,000	1.61
22	15,544,646	500,000	3.40	500,000	2.93
23	13,438,634	2,200,000	0.62	2,300,000	0.58
24	13,400,000	*	*	30,000	44.67
25	12,817,760	*	*	*	*
26	12,183,069	8,000	150.97	40,000	33.84
27	12,160,000	700,000	1.76	800,000	1.49
28	11,808,639	800,000	1.46	1,100,000	1.09
29	11,275,844	2,700,000	0.42	3,600,000	0.31
30	10,860,000	900,000	1.26	900,000	1.26
31	10,693,662	600,000	1.67	800,000	1.26
32	10,551,373	1,900,000	0.56	1,900,000	0.56
33	10,492,220	n.a.	n.a.	n.a.	n.a.
34	10,444,228	*	*	*	*
35	10,091,953	100,000	9.89	200,000	5.97
36	10,000,000	200,000	4.18	600,000	1.64
37	9,862,604	300,000	3.61	300,000	3.00
38	9,723,000	700,000	1.39	700,000	1.42
39	9,700,000	1,700,000	0.59	1,700,000	0.59
40	9,514,944	200,000	4.51	400,000	2.21
41	9,414,131	n.a.	n.a.	700,000	1.26
42	9,361,939	900,000	0.99	1,100,000	0.88
43	9,121,648	800,000	1.16	4,000,000	0.23
44	9,074,876	700,000	1.25	1,700,000	0.53
45	9,032,661	100,000	14.60	100,000	11.26
46	8,639,986	200,000	3.60	400,000	2.19
47	8,573,998	100,000	1.41	1,800,000	0.48
48	8,543,660	700,000	1.31	900,000	0.99
49	8,385,216	600,000	1.37	700,000	1.21
50	8,152,000	700,000	1.11	800,000	1.02

[1]Direct giving and company foundation pay-outs included; grants made to and retained by company foundations are excluded.

[2]Domestic and worldwide pretax income rounded, percentages actual.

*Company showed loss.

n.a. = Not available.

Table 8A: Charitable Contributions of 75 Largest Donors as a Percent of U.S. and Worldwide Pretax Income, 1985 (continued)

Company Rank	Contributions[1] (dollars)	U.S. Pretax Income[2] ($ Thousands)	Contributions as Percent of U.S. Pretax Income	Worldwide Pretax Income[2] ($ Thousands)	Contributions as Percent of Worldwide Pretax Income
51	8,031,178	400,000	1.82	400,000	1.82
52	7,827,139	600,000	1.31	800,000	0.98
53	7,819,398	100,000	6.48	200,000	3.34
54	7,817,093	20,000	4.32	200,000	3.99
55	7,795,166	100,000	1.45	900,000	0.87
56	7,583,421	100,000	10.99	400,000	1.78
57	7,500,000	800,000	0.93	900,000	0.88
58	7,406,000	600,000	1.15	900,000	0.86
59	7,354,911	500,000	1.42	600,000	1.18
60	7,272,894	100,000	5.19	200,000	3.09
61	7,235,200	800,000	0.93	800,000	0.93
62	6,874,869	700,000	1.01	700,000	0.96
63	6,741,620	1,700,000	0.39	1,700,000	0.39
64	6,629,404	500,000	1.36	900,000	0.75
65	6,622,725	600,000	1.11	700,000	1.00
66	6,603,000	400,000	1.80	500,000	1.26
67	6,367,812	500,000	1.23	500,000	1.18
68	6,362,696	200,000	3.18	300,000	2.41
69	6,331,677	n.a.	n.a.	200,000	3.25
70	6,200,000	300,000	2.12	300,000	1.81
71	5,999,000	40,000	15.07	100,000	7.56
72	5,628,069	300,000	1.79	400,000	1.26
73	5,606,828	600,000	0.99	800,000	0.74
74	5,574,418	300,000	1.76	300,000	1.64
75	5,475,044	400,000	1.29	500,000	1.04

[1]Direct giving and company foundation pay-outs included; grants made to and retained by company foundations are excluded.

[2]Domestic and worldwide pretax income rounded, percentages actual.

*Company showed loss.

n.a. = Not available.

Table 8B: Corporate Social Expenditure of 75 Largest Donors as a Percent of U.S. and Worldwide Pretax Income, 1985

Company Rank	Total Corporate Social Expenditure	Corporate Social Expenditure As A Percent of U.S. Pretax Income	Corporate Social Expenditure As A Percent of Worldwide Pretax Income	Rank for Charitable Cash Only	Rank for Corporate Assistance Only
1	$134,100,000	2.21	1.15	1	1
2	87,693,500	2.38	1.90	3	281
3	66,259,067	2.52	0.70	2	6
4	55,765,900	14.09	12.75	21	15
5	46,764,203	n.a.	10.51	4	7
6	40,713,104	1.22	1.14	9	8
7	40,175,417	n.a.	1.58	5	36
8	36,285,000	15.16	5.96	29	2
9	32,007,893	1.92	0.67	7	61
10	29,423,231	2.08	1.59	6	n.a.
11	28,240,000	2.73	0.78	10	55
12	27,929,405	3.61	2.55	32	25
13	27,860,000	6.58	3.10	28	42
14	26,261,000	1.36	0.69	8	27
15	25,786,198	4.00	3.40	53	94
16	25,020,193	51.06	0.58	12	13
17	23,271,000	1.52	1.41	438	220
18	23,049,518	1.06	0.99	17	4
19	20,676,000	n.a.	n.a.	15	32
20	20,026,070	n.a.	0.73	11	289
21	19,503,507	3.72	3.72	13	49
22	17,779,183	2.02	1.77	19	39
23	17,599,622	2.01	2.01	14	64
24	17,430,076	3.81	3.29	16	37
25	16,495,965	13.68	7.04	200	5
26	15,266,175	0.91	0.91	70	3
27	14,481,760	*	*	18	38
28	14,092,589	5.16	4.28	30	14
29	14,050,000	1.92	1.77	39	9
30	13,967,726	1.75	1.29	22	33
31	13,400,000	*	44.67	23	305
32	13,179,561	19.10	3.09	46	11
33	12,760,000	1.84	1.56	20	73
34	12,308,069	152.52	34.19	394	163
35	11,990,238	*	*	26	40
36	11,764,231	n.a.	1.57	45	31
37	11,445,984	0.43	0.32	24	146
38	11,200,000	1.38	1.31	47	18
39	11,060,000	1.28	1.28	37	132
40	10,947,700	1.40	1.40	50	17
41	10,942,101	2.48	2.48	41	23
42	10,901,373	0.58	0.58	25	101
43	10,693,662	1.67	1.26	44	285
44	10,525,480	0.64	0.64	31	65
45	10,492,220	n.a.	1.32	27	293
46	10,159,310	1.88	1.13	43	30
47	10,091,953	9.89	5.97	203	334
48	10,088,000	1.44	1.48	34	98
49	9,903,944	4.69	2.30	90	95
50	9,754,911	1.88	1.57	48	29

*Company showed loss.

n.a. = Not available.

Table 8B: Corporate Social Expenditure of 75 Largest Donors as a Percent of U.S. and Worldwide Pretax Income, 1984 (continued)

Company Rank	Total Corporate Social Expenditure	Corporate Social Expenditure As A Percent of U.S. Pretax Income	Corporate Social Expenditure As A Percent of Worldwide Pretax Income	Rank for Charitable Cash Only	Rank for Corporate Assistance Only
51	9,674,876	1.33	0.56	36	74
52	9,603,000	2.61	1.83	55	21
53	9,444,000	1.46	1.10	68	34
54	9,368,998	1.54	0.53	40	68
55	9,361,939	0.99	0.88	33	313
56	9,121,648	1.16	0.23	35	301
57	9,032,661	14.60	11.26	255	296
58	8,920,812	37.02	37.02	69	16
59	8,890,557	3.77	2.26	42	125
60	8,728,420	2.75	2.57	64	20
61	8,625,921	1.45	1.08	65	67
62	8,599,275	4.75	4.39	56	69
63	8,543,660	1.31	0.99	38	309
64	8,385,216	1.37	1.21	116	404
65	7,933,749	0.38	0.33	81	19
66	7,891,121	7.42	6.73	290	10
67	7,799,869	1.15	1.08	51	60
68	7,638,225	1.28	1.15	54	56
69	7,540,895	0.43	0.43	52	66
70	7,272,894	5.19	3.09	49	287
71	6,926,395	1.33	1.28	57	76
72	6,750,000	2.31	1.97	59	77
73	6,629,404	1.36	0.75	60	317
74	6,392,696	3.20	2.42	145	233
75	6,381,677	n.a.	3.27	58	212

*Company showed loss.

n.a. = Not available.

Table 9A: Contributions as a Percent of Worldwide Pretax Income, 1985—
Companies Grouped by Dollar Size of Program

Program Size	*Number of Companies*	*Lower Quartile*	*Median*	*Upper Quartile*
Under $500,000	108	0.35%	0.81%	1.34%
$500,000 to $1 million	73	0.45	0.92	1.37
$1 million to $5 million	146	0.70	1.11	1.86
$5 million and over	76	0.87	1.26	2.28
All Groups	403	0.58	0.99	1.60

Table 9B: Contributions as a Percent of U.S. Pretax Income, 1985—
Companies Grouped by Dollar Size of Program

Program Size	*Number of Companies*	*Lower Quartile*	*Median*	*Upper Quartile*
Under $500,000	99	0.35%	0.85%	1.46%
$500,000 to $1 million	65	0.57	1.09	1.65
$1 million to $5 million	129	0.73	1.29	2.39
$5 million and over	69	1.23	1.74	3.56
All Groups	362	0.63	1.18	2.04

Table 10A: Contributions as a Percent of U.S. Pretax Income—Quartile Rank, 1985
Companies Grouped by Size of U.S. Income

U.S. Pretax Net Income	Number of Companies	Contributions Ratios[1] Lower Quartile[2]	Median	Upper Quartile[2]
Below $5 million	9	8.24%	12.97%	85.94%
$5-9.9 million	12	2.85	4.19	32.61
$10-24.9 million	35	1.00	1.70	4.40
$25-49.9 million	57	0.82	1.23	2.27
$50-99.9 million	57	0.57	1.06	1.69
$100-249.9 million	81	0.57	1.10	1.71
$250-499.9 million	52	0.37	0.96	1.51
$500-999.9 million	40	0.43	1.13	1.41
$1 billion and over	19	0.30	0.62	1.86
All Income Groups	**362**	**0.63**	**1.18**	**2.04**

[1]The statistics presented here are derived only from companies with positive income.
[2]This is the 75th percentile.

Table 10B: Contributions as a Percent of Worldwide Pretax Income—Quartile Rank, 1985
Companies Grouped by Size of Worldwide Income

Worldwide Pretax Income	Number of Companies	Contributions Ratios[1] Lower Quartile	Median	Upper Quartile[2]
Below $5 million	7	6.26%	10.24%	52.50%
$5-9.9 million	10	2.09	3.90	8.29
$10-24.9 million	34	0.91	1.39	1.88
$25-49.9 million	57	0.81	1.12	2.52
$50-99.9 million	59	0.57	0.96	1.71
$100-249.9 million	101	0.48	0.84	1.41
$250-499.9 million	63	0.37	0.84	1.26
$500-999.9 million	42	0.38	0.97	1.26
$1 billion and over	30	0.76	0.37	1.00
All Income Groups	**403**	**0.58**	**0.99**	**1.60**

[1]The statistics presented here are derived only from companies with positive income.
[2]This is the 75th percentile.

Table 11A: Contributions as a Percent of U.S. Pretax Income—Quartile Rank, 1985
Companies Grouped by Industry Class (with at least five cases in each)

Industrial Classification	Number of Companies	Contributions Ratios[1] Lower Quartile	Median	Upper Quartile[2]
Chemicals	22	0.67%	1.35%	3.36%
Electrical machinery and equipment	28	1.42	3.02	5.23
Fabricated metal products	8	0.58	0.93	2.92
Food, beverage and tobacco	20	0.93	1.48	2.01
Machinery, nonelectrical	13	0.90	1.25	1.82
Paper and like products	13	0.70	1.10	2.30
Petroleum and gas	15	1.16	1.53	1.91
Pharmaceuticals	10	1.16	1.34	2.38
Primary metal industries	12	0.40	1.11	2.72
Printing and publishing	7	1.41	1.55	3.45
Stone, clay and glass products	6	0.32	2.31	12.03
Transportation equipment	15	0.82	1.23	1.48
Banking	57	0.98	1.25	1.66
Insurance	36	0.58	1.18	4.24
Retail and wholesale trade	18	0.62	1.07	1.56
Telecommunications	8	0.32	0.51	0.58
Transportation	5	0.66	0.91	3.34
Utilities	51	0.18	0.30	0.47

[1]The statistics presented here are derived only from companies with positive net income.
[2]This is the 75th percentile.

Table 11B: Contributions as a Percent of Worldwide Pretax Income—Quartile Rank, 1985
Companies Grouped by Industry Class (with at least five cases in each)

Industrial Classification	Number of Companies	Contributions Ratios[1] Lower Quartile	Median	Upper Quartile[2]
Chemicals	26	0.59%	1.07%	2.05%
Electrical machinery and equipment	31	0.90	1.62	3.33
Fabricated metal products	9	0.51	0.79	1.65
Food, beverage and tobacco	22	0.83	1.15	1.65
Machinery, nonelectrical	18	0.72	1.09	1.49
Paper and like products	14	0.62	1.20	1.75
Petroleum and gas	19	0.62	0.73	1.34
Pharmaceuticals	11	0.86	0.98	1.52
Primary metal industries	13	0.27	1.09	2.36
Printing and publishing	10	0.74	1.32	1.93
Stone, clay and glass products	6	0.29	1.53	9.01
Transportation equipment	15	0.71	0.97	1.29
Banking	60	0.90	1.12	1.51
Business services	6	0.37	0.77	1.16
Insurance	39	0.59	1.04	3.64
Retail and wholesale trade	19	0.55	0.90	1.47
Telecommunications	9	0.34	0.53	1.04
Transportation	8	0.55	0.92	3.92
Utilities	52	0.18	0.31	0.48

[1]The statistics presented here are derived only from companies with positive net income.
[2]This is the 75th percentile.

Table 12A: Contributions as a Percent of U.S. Pretax Income—Quartile Rank, 1985
Companies Grouped by Size of U.S. Assets

Assets	Number of Companies	Contributions' Ratios[1]		
		Lower Quartile	Median	Upper Quartile[2]
Below $100 million	1	*	*	*
$100-199 million	11	0.72%	1.23%	4.25%
$200-299 million	20	0.72	1.63	2.76
$300-499 million	23	0.54	1.14	2.35
$500-999 million	40	0.78	1.18	1.98
$1-1.9 billion	59	0.49	1.02	1.79
$2-2.9 billion	42	0.62	1.03	2.33
$3-3.9 billion	29	0.38	1.38	1.91
$4-4.9 billion	17	1.11	1.32	2.85
$5-9.9 billion	49	0.34	1.11	1.70
$10 billion and over	53	0.58	1.23	1.84
All Asset Groups	**344**	**0.62**	**1.17**	**1.93**

[1]The statistics presented here are derived only from companies with positive net income.
[2]This is the 75th percentile.
*Categories with fewer than 5 cases are excluded.

Table 12B: Contributions as a Percent of Worldwide Pretax Income—Quartile Rank, 1985
Companies Grouped by Size of Worldwide Assets

Assets	Number of Companies	Contributions' Ratios[1]		
		Lower Quartile	Median	Upper Quartile[2]
Below $100 million	0	*	*	*
$100-199 million	12	0.65%	0.84%	2.70%
$200-299 million	17	0.89	1.34	2.24
$300-499 million	24	0.40	0.87	1.44
$500-999 million	47	0.71	1.10	1.51
$1-1.9 billion	67	0.46	0.83	1.71
$2-2.9 billion	45	0.61	0.98	1.75
$3-3.9 billion	37	0.28	0.98	1.56
$4-4.9 billion	17	0.99	1.31	1.90
$5-9.9 billion	63	0.45	1.02	1.87
$10 billion and over	71	0.58	0.90	1.49
All Asset Groups	**400**	**0.58**	**0.99**	**1.60**

[1]The statistics presented here are derived only from companies with positive net income.
[2]This is the 75th percentile.
*Categories with fewer than 5 cases are excluded.

Table 13A: Contributions as a Percent of U.S. Pretax Income, 1985
Companies Grouped by Size of U.S. Sales

U.S. Sales	Number of Companies	Lower Quartile[2]	Median	Upper Quartile
Below $250 million	6	0.91	1.02	1.53
$250-$500 million	24	0.68	2.06	3.64
$500 million-$1 billion	33	0.84	1.10	1.79
$1 billion-$2.5 billion	57	0.81	1.33	2.45
$2.5 billion-$5 billion	45	0.93	1.35	2.93
$5 billion and over	50	1.04	1.45	1.91
Total	215	0.90	1.34	2.29

Table 13B: Contributions as a Percent of Worldwide Pretax Income, 1985
Companies Grouped by Size of Worldwide Sales

U.S. Sales	Number of Companies	Lower Quartile[2]	Median	Upper Quartile
Below $250 million	8	0.84	0.98	1.20
$250-$500 million	24	0.58	1.09	2.34
$500 million-$1 billion	45	0.72	1.04	1.42
$1 billion-$2.5 billion	67	0.63	0.98	1.71
$2.5 billion-$5 billion	54	0.74	1.00	1.81
$5 billion and over	68	0.74	1.06	1.71
Total	266	0.68	1.06	1.71

Table 14: Comparison of Corporate Contributions, 1985 and 1984
338 Companies Reporting in Both Years

	1985		1984		
Beneficiary	Median Contributions Expenditure	Contributions to Beneficiary as Percent of Total Contributions (Median)	Median Contributions Expenditure	Contributions to Beneficiary as Percent of Total Contributions (Median)	Median Percent Change 1984-1985
Health and human services	$ 404,009	38.5%	$ 361,971	36.8%	8.4%
Education	331,287	29.5	310,596	29.8	7.3
Culture and art	119,314	10.1	94,250	9.8	11.1
Civic and community activities	129,300	11.3	101,207	11.1	9.5
Other	41,712	3.6	12,926	2.2	13.0
Total	$1,144,079	a	$1,000,014	a	10.0

[a]Since subcategory percentages are medians rather than sums, they do not add to 100 percent.

Table 15: Beneficiaries of Company Support, 1985—
Quartiles for Companies Grouped by Dollar Size of Program

Program Size	Number of Companies	Health and Human Services			Education			Culture and Art		
		Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Less than $500,000	116	32.8%	47.7%	59.6%	13.4%	20.8%	33.0%	4.8%	9.1%	13.5%
$500,000 to $1 million	79	30.5	40.0	48.8	20.0	28.8	37.4	5.6	10.5	19.8
$1 million to $5 million	162	26.1	35.6	45.4	21.9	30.5	42.0	5.8	10.0	15.7
$5 million and over	79	18.6	27.5	38.0	26.2	36.1	47.7	6.4	11.2	15.5
All Companies	436	26.8	37.8	48.7	19.5	29.0	40.0	5.6	10.0	15.9

Table 15: Beneficiaries of Company Support, 1985 (continued)

Program Size	Number of Companies	Civic and Community			Other		
		Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Less than $500,000	116	7.0%	11.6%	18.5%	1.7%	4.4%	10.4%
$500,000 to $1 million	79	4.3	10.3	18.8	1.1	3.4	6.8
$1 million to $5 million	162	7.5	11.9	17.7	1.5	3.6	7.7
$5 million and over	79	7.5	11.6	17.0	1.1	3.4	7.3
All Companies	436	6.9	11.5	17.6	1.4	3.8	8.3

Table 16: Beneficiaries of Corporate Support, 1976 to 1985

	1985[1] 436 Companies		1984 415 Companies		1983[1] 471 Companies		1982 534 Companies	
	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total
Health and Human Services								
Federated drives							$ 182,384	14.2
United Ways[c]			$ 191,353	13.2				
Other federated campaigns[c]			2,538	0.2				
National health organizations			16,427	1.1			9,831	0.8
National human service organizations			14,576	1.0			15,226	1.2
National youth organizations[d]			4,666	0.3				
Hospitals:								
Capital grants			24,666	1.7			26,985	2.1
Operating grants			7,092	0.5			10,694	0.8
Employee matching gifts for hospitals			1,920	0.1			2,157	0.2
Local youth organizations[d]			21,751	1.5			30,517	2.4
Agencies for senior citizens and elderly[b]							3,984	0.3
Other local health and human service agencies			71,206	4.9			44,603	3.5
Capital grants excluding hospitals[d]							70,946	5.5
Employee matching gifts for health and human services[e]			1,645	0.1				
Subcategories unspecified			42,107	2.9				
Total health and human services	$ 494,109	29.2%	399,948	27.7	367,300	28.7	$ 397,305	31.0
Education:								
Higher education institutions:								
Unrestricted institutional operating grants			38,719	2.7			57,352	4.5
Student financial aid (funded through college or university)			26,080	1.8			23,154	1.8
Departmental grants[c]			63,110	4.4			114,582	8.9
Special project or research grants[c]			112,143	7.8				
Capital grants			30,309	2.1			46,845	3.7
Employee matching gifts for higher education			72,238	5.0			71,167	5.5
Grants to state and national fund-raising groups			13,014	.9			17,381	1.3
Precollege educational institutions:								
Employee matching gifts for precollege education[f]			3,756	0.3			5,197	0.4
Public school support[c]			13,737	1.0				
All other support[c]			8,629	0.6			14,028	1.1
Scholarships and fellowships (other than those reported above)			22,991	1.6			34,568	2.7
Education-related organizations:								
Economic education			11,684	0.8			23,896	1.9
All other support			17,090	1.2			28,158	2.2
Other			70,221	4.9			40,908	3.2
Subcategories unspecified			57,949	4.0			44,997	3.5
Total education	650,005	38.3	561,670	38.9	498,800	39.0	522,213	40.7
Culture and Art								
Music			19,673	1.4			19,492	1.5
Museums			30,350	2.1			31,714	2.5
Public TV and Radio			18,677	1.3			18,346	1.4
Arts Funds or Councils			8,429	0.6			9,341	0.7
Theaters			9,358	0.6			10,062	0.8
Cultural Centers			14,637	1.0			10,533	0.8
Dance			3,495	0.2			4,238	0.3
Libraries			2,538	0.2			2,974	0.2
Employee matching gifts for culture and art			8,928	0.6			4,312	0.4
Other			16,076	1.1			14,272	1.1
Subcategories unspecified			22,549	1.6			20,554	1.6
Total culture and art	187,536	11.1	154,711	10.7	145,200	11.4	145,838	11.4[2]
Civic and Community Activities								
Public policy organizations			15,334	1.1			15,220	1.2
National community improvement organizations[d]			30,483	2.1			48,214	3.8
National environment and ecology organizations[d]			77,964	5.4			13,783	1.1
National justice and law organizations[d]							7,001	0.5
System research, reform, alternatives			2,666	0.2				
Litigation, defense, advocacy			1,653	0.1				
Other national organizations[d]			7,602	0.5				
Municipal or statewide improvement[e]			7,781	0.5				
Community improvement:								
Neighborhood or community-based groups[c]			13,860	1.0				
Housing			14,378	1.0			12,751	1.0
Economic development/employment[c]			9,910	0.7				
Legal systems/services[d]			1,790	0.1				
Local environment and ecology[d]			19,149	1.3				
Other local organizations[d]			36,426	2.5			27,583	2.2
Subcategories unspecified			32,606	2.3			24,600	1.9
Total civic and community activities	279,508	16.5	271,602	18.8	188,800	14.8	149,252	11.7
Other								
Religious activities			513	*			1,396	0.1
Women's causes[b]							3,434	0.3
Groups in U.S. whose principal objective is aid in other countries			19,513	1.4			18,555	1.4
Activities other than above			27,819	1.9			36,532	2.8
Subcategories unspecified			8,538	0.6			7,081	0.6
Total other	83,549	4.9	56,383	3.9	78,000	6.1	66,998	5.2
Grand Total	$1,694,707	100.0%	$1,444,313	100.0%	$1,278,400	100.0%	$1,281,606	100.0

[1]No data were collected on subcategories for 1979, 1981, 1983 and 1985. [2]Subcategory percentages do not add up to this total because of rounding. [3]Does not total 100 percent because of rounding. *Less than 0.1 percent. [a]Subcategory discontinued after 1982. [b]Subcategory used between 1978 and 1982. [c]Subcategory previously combined with another, treated separately in 1984. [d]Subcategory split into national and local components in 1984. [e]Subcategory introduced in 1984. [f]Subcategory introduced in 1978.

Table 16: Beneficiaries of Corporate Support, 1976 to 1985 (continued)

1981[1] 788 Companies		1980 732 Companies		1979[1] 786 Companies		1978 759 Companies		1977 814 Companies		1976 773 Companies	
Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total
		$170,652	17.1%			$142,085	20.5%	$128,511	21.6%	$116,159	22.4%
		11,362	1.1			6,551	0.9	4,763	0.8	4,336	0.8
		5,434	0.5			4,495	0.7	5,409	0.9	4,401	0.9
		29,848	3.0			24,548	3.5	23,632	4.0	20,965	4.0
		11,063	1.1			6,138	0.9	5,433	0.9	4,765	0.9
		749	0.1			292	*	262	*	164	*
		29,710	3.0			21,892	3.2	19,216	3.2	16,703	3.2
		3,467	0.3			1,690	0.2	—	—	—	—
		41,724	4.2			28,328	4.1	25,027	4.2	20,404	3.9
		—	—			—	—	—	—	—	—
		33,857	3.4			19,832	2.9	15,367	2.6	15,168	2.9
$ 393,309	33.6%	337,866	34.0[2]	292,641	35.0	225,851	36.9	227,620	38.3[2]	203,065	39.3[2]
		55,964	5.6			43,826	6.3	34,780	5.9	32,106	6.2
		15,266	1.5			13,347	1.9	12,663	2.1	9,863	1.9
		64,685	6.5			41,816	6.0	31,559	5.3	29,012	5.6
		46,374	4.7			32,428	4.7	31,067	5.2	30,355	5.8
		45,418	4.6			25,229	3.6	22,449	3.8	16,992	3.3
		14,854	1.5			12,068	1.7	10,929	1.8	9,332	1.8
		3,403	0.3			1,852	0.3	—	—	—	—
		9,287	0.9			5,209	0.7	6,434	1.1	6,413	1.2
		31,180	3.1			20,353	2.9	18,711	3.1	15,869	3.1
		15,135	1.5			11,488	1.7	7,694	1.3	6,178	1.2
		18,170	1.8			11,587	1.7	13,715	2.3	9,755	1.9
		21,464	2.2			17,649	2.5	15,226	2.6	11,440	2.2
		34,647	3.5			19,408	2.8	14,776	2.5	15,335	3.0
429,810	36.7	375,847	37.8[2]	314,845	37.7	256,260	37.0[2]	220,003	37.0	192,450	37.3[2]
		14,664	1.5			10,071	1.5	7,432	1.3	5,856	1.1
		23,336	2.4			17,164	2.5	11,819	2.0	10,035	1.9
		16,310	1.6			11,299	1.6	9,493	1.6	6,422	1.2
		9,032	0.9			5,608	0.8	4,536	0.8	3,634	0.7
		7,042	0.7			4,008	0.6	3,445	0.6	2,279	0.4
		11,361	1.1			6,686	1.0	5,308	0.9	4,421	0.9
		3,182	0.3			1,516	0.2	774	0.1	561	0.1
		2,670	0.3			2,193	0.3	2,011	0.3	1,245	0.2
		2,065	0.2			402	*	191	*	61	*
		8,011	0.8			5,120	0.7	3,583	0.6	3,837	0.7
		11,003	1.1			5,939	0.9	4,576	0.8	3,822	0.7
139,620	11.9	108,673	10.9	82,509	9.9	70,006	10.1	53,168	9.0	42,173	8.2[2]
		16,031	1.6			7,921	1.1	7,016	1.2	5,599	1.1
		47,034	4.7			28,779	4.2	26,321	4.4	21,940	4.2
		10,794	1.1			11,190	1.6	15,097	2.5	7,940	1.5
		6,065	0.6			3,317	0.5	3,122	0.5	2,468	0.5
		7,711	0.8			5,627	0.8	2,655	0.5	2,854	0.6
		14,863	1.5			11,714	1.7	9,809	1.7	10,992	2.1
		14,290	1.4			10,464	1.5	4,269	0.7	5,218	1.0
136,647	11.7	116,788	11.7	97,345	11.6	79,012	11.4	68,289	11.5	57,011	11.0
		1,616	0.2			1,493	0.3	1,832	0.3	1,010	0.2
		2,791	0.3			1,721	0.2	—	—	—	—
		17,348	1.7			6,644	1.0	5,803	1.0	3,872	0.7
		23,167	2.3			18,326	2.6	15,560	2.6	14,599	2.8
		10,529	1.1			3,859	0.5	1,593	0.3	2,048	0.4
71,304	6.1	55,451	5.6	48,256	5.8	32,043	4.5	32,482	4.2	21,529	4.2
$1,170,688	100.0%	994,626	100.0%	$835,596	100.0%	$693,172	100.0%	$593,868	100.0%	$516,226	100.0%

Table 17: Beneficiaries of Company Support, 1985—Quartiles for Companies Grouped by Industry Class[1]

Industrial Classification	Number of Companies	Health and Human Services			Education		
		Lower Quartile	Median	Upper Quartile	Lower Quartile	Median	Upper Quartile
Chemicals	29	23.2%	30.0%	39.4%	26.8%	38.5%	48.5%
Electrical machinery	32	20.6	30.5	42.1	33.8	42.4	56.7
Fabricated metals	10	32.1	40.1	50.6	25.5	31.9	36.6
Food, beverage and tobacco	24	27.9	36.3	50.8	20.1	27.4	35.5
Machinery, nonelectrical	20	28.4	37.3	44.2	31.7	35.0	41.7
Mining	3	•	•	•	•	•	•
Paper and like products	14	20.1	31.4	36.7	27.4	35.9	47.4
Petroleum and gas	22	14.7	30.2	32.8	36.5	48.4	53.4
Pharmaceuticals	13	19.5	27.2	40.1	20.5	33.8	43.9
Primary metals	15	31.5	45.1	54.9	20.8	31.6	42.7
Printing and publishing	10	16.1	36.9	51.6	14.9	27.7	39.1
Rubber and miscellaneous plastics	4	•	•	•	•	•	•
Stone, clay and glass products	7	13.9	43.3	49.6	4.2	18.5	31.4
Textiles and apparel	4	•	•	•	•	•	•
Transportation equipment	16	23.8	35.9	43.7	19.0	32.3	42.8
Total: Manufacturing[2]	223	23.9	32.7	43.3	24.9	35.4	47.1
Banking	60	32.3	44.3	53.3	13.8	20.8	28.3
Business services	8	14.9	33.4	46.4	28.7	35.6	46.8
Engineering and construction	3	•	•	•	•	•	•
Finance	5	13.7	22.2	40.2	16.5	26.8	48.3
Insurance	45	27.3	40.0	47.8	20.4	28.6	37.0
Retail and wholesale trade	19	40.7	50.4	56.7	10.4	14.9	24.4
Telecommunications	11	16.0	28.0	6.7	17.3	23.5	37.2
Transportation	8	17.0	55.6	63.1	13.9	22.0	26.0
Utilities	54	33.0	45.0	58.4	18.8	23.2	31.1
Total: Nonmanufacturing[2]	213	28.8	43.3	53.4	15.8	23.6	31.1
Total: All Companies[2]	436	26.8	37.8	48.7	19.5	29.0	40.0

[1]For an explanation of quartiles, see Table 2.
[2]Totals include all cases, but details omit industries with fewer than 5 cases.

Table 17: Beneficiaries of Company Support, 1985 (continued)

Culture and Art			Civic and Community			Other		
Lower Quartile	*Median*	*Upper Quartile*	*Lower Quartile*	*Median*	*Upper Quartile*	*Lower Quartile*	*Median*	*Upper Quartile*
3.0%	6.5%	12.1%	7.3%	11.6%	15.1%	0.7%	2.9%	9.1%
3.6	10.5	15.5	4.1	6.3	9.0	1.2	4.3	7.0
7.4	9.2	14.1	3.8	8.0	13.1	1.4	5.2	9.0
5.6	10.0	15.5	7.4	12.6	15.8	1.1	5.0	18.2
6.3	10.3	13.6	7.7	10.0	13.6	0.6	3.8	11.8
•	•	•	•	•	•	•	•	•
1.9	7.7	13.3	11.8	15.8	25.8	3.6	6.0	10.8
6.2	10.1	18.4	6.3	11.8	15.3	1.0	1.7	4.4
2.4	7.2	9.1	6.4	10.0	17.3	3.1	8.7	31.2
4.0	4.8	11.0	6.4	9.6	16.9	1.3	2.9	11.0
7.6	17.1	23.9	7.7	15.4	27.7	0.1	1.7	4.9
•	•	•	•	•	•	•	•	•
4.0	6.3	17.5	8.7	12.1	66.0	1.9	2.9	9.0
•	•	•	•	•	•	•	•	•
7.0	12.5	17.1	6.5	9.6	15.3	3.6	5.7	12.3
4.8	9.1	14.4	6.7	10.6	15.5	1.4	3.8	8.6
9.6	13.6	19.8	8.8	15.1	21.2	1.4	3.3	6.4
7.5	9.0	12.0	8.5	11.2	13.9	2.8	6.2	20.5
•	•	•	•	•	•	•	•	•
5.0	9.7	30.7	4.5	24.8	30.1	2.3	4.8	29.4
5.5	9.0	15.9	6.4	15.5	20.1	1.0	2.7	6.5
6.6	10.0	15.0	7.1	11.6	17.7	2.0	4.8	10.3
9.9	14.3	28.6	9.9	16.1	18.8	1.8	5.0	10.8
6.5	11.1	24.9	1.2	5.8	12.8	0.6	1.2	8.4
5.8	9.7	17.2	6.8	12.1	18.6	1.8	3.9	8.6
6.9	11.2	18.4	7.1	12.7	20.2	1.3	3.8	8.1
5.6	10.0	15.9	6.9	11.5	17.6	1.4	3.8	8.3

Table 18: Beneficiaries of Company Support, 1985—Companies Grouped by Industry Class (with at least five cases in each)

Industry Classification	Number of Companies	Total Giving ($ Thousands)	Health and Human Services: Federated Campaigns	Health and Human Services: All Other Agencies	Health and Human Services: Total Health and Human Services	Education	Culture and Art	Civic and Community	Other
Chemicals	29	$ 148,470	12.7%	15.4%	28.1%	45.2%	6.3%	10.1%	10.3
Electrical machinery	32	284,531	14.1	8.9	22.9	57.5	8.4	6.9	4.3
Fabricated metals	10	9,559	21.7	15.5	37.2	31.0	10.2	15.1	6.5
Food, beverage and tobacco	24	130,707	8.3	32.9	41.2	31.0	12.2	10.5	5.1
Machinery, nonelectrical	20	28,695	22.5	15.6	38.1	35.8	11.3	8.8	6.0
Mining	3	2,832	•	•	•	•	•	•	•
Paper and like products	14	22,335	19.8	11.8	31.5	36.6	8.9	18.0	5.0
Petroleum and gas	22	283,239	10.6	11.0	21.6	46.7	13.4	16.0	2.3
Pharmaceuticals	13	80,410	9.5	24.3	33.8	28.2	6.7	15.2	16.0
Primary metals	15	22,390	20.6	17.0	37.6	40.9	8.3	10.4	2.8
Printing and publishing	10	21,819	7.0	21.7	28.7	31.1	18.8	17.0	4.5
Rubber and miscellaneous plastics	4	7,924	•	•	•	•	•	•	•
Stone, clay and glass products	7	15,822	12.3	8.0	20.3	16.9	21.7	38.8	2.3
Textiles and apparel	4	3,940	•	•	•	•	•	•	•
Transportation equipment	16	153,568	13.2	9.2	22.3	34.4	7.5	31.6	4.2
Total: Manufacturing[1]	223	$1,216,240	12.4	14.5	27.0	43.2	9.9	14.5	5.4
Banking	60	98,737	24.6	14.9	39.5	25.7	17.1	13.4	4.3
Business services	8	10,714	11.4	16.8	28.2	46.7	8.9	12.6	3.5
Engineering and construction	3	2,414	•	•	•	•	•	•	•
Finance	5	8,183	7.4	14.2	21.6	35.9	13.3	20.1	9.1
Insurance	45	120,792	14.3	12.0	26.3	19.4	9.8	42.8	1.7
Retail and wholesale trade	19	74,480	24.0	20.3	44.3	15.9	18.9	16.6	4.3
Telecommunications	11	96,178	21.2	9.4	30.6	38.8	13.8	12.3	4.5
Transportation	8	8,190	16.1	14.9	31.0	20.6	14.9	32.5	1.0
Utilities	54	58,778	24.1	18.4	42.6	27.0	12.4	13.3	4.8
Total: Nonmanufacturing[1]	213	$ 478,467	20.4	14.3	34.7	26.1	14.0	21.5	3.7
Total: All Companies[1]	436	$1,694,707	14.7	14.5	29.2	38.4	11.1	16.5	4.9

[1]Totals include all cases, but details omit industries with fewer than 5 cases.